Student: Tova Donahue

Instructor: Guru Swamy

Data & Analytics Bootcamp

June 5, 2021

Excel Homework - Report

Q1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

A: Based on the provided data we can easily conclude that the majority of Kickstarter campaigns operate in the Theater Category, with the sub category of Plays supporting the majority of the parent category. The highest success rate in comparison to the number of entries would be in the Music Category. The best time to launch a campaign would be in May, as it appears to have the highest rate of successful campaign launches compared to other months.

Q2: What are some limitations of this dataset?

A: We are not able to see how publicized these campaigns were. The more the individual campaign was shared or viewed, would it increase the likelihood of higher total pledge dollars? Campaigns that were created and rarely shared or viewed, did it effect their total pledged dollars?

Q3: What are some other possible tables and/or graphs that we could create?

A: A success : failure ratio graph would be helpful to really visualize what campaigns are beneficial to run on Kickstarter, and what campaigns typically fall flat.