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Excel Challenge

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. For all campaigns, the collective amount that are successful are typically above 200 companies.
      1. In the first year of data, 2009, all categories were successful
      2. In 2010, some began to fail, and the amount successful was highly variable from month to month.
      3. From 2011 to 2013, there was still a higher rate of success versus failed.
      4. In 2014, there was the highest rate of failure. This could have been due to an economic trend pushing people to have less money to donate towards kick starters.
      5. In 2015, the success and failure rate leveled out, and many more categories then before were beginning to be cancelled.
      6. In 2016, the economy must have bounced back, and the success rate was on average higher than those failed.
   2. For all categories, the collective amount that are failed are between 100 and 150.
   3. For all categories, the collective amount that failed are never above 50.
   4. Categories revolving around media and entertainment, such as film & video, music, theater and technology seem to have the highest amount of success, while things like food, games photography, publishing, and the worst journalism, have the lowest amount of funding.
2. What are some limitations of this dataset?
   1. This dataset is limited because it doesn’t show the sort of demographic that is represented for those donating to each of the individual projects. This sort of information can drastically skew the average donation.
3. What are some other possible tables and/or graphs that we could create?
   1. I would create a graph displaying how the different categories and their respective “state”, compare to those from differing countries. Some of the categories might have higher or lower rates of success depending on what country they are based in.