Excel Homework: Kickstart My Chart

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Questions to be answered after reviewing data.

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

Conclusion 1: The general category of Theater has the greatest number of Successful campaigns. It is also the most popular campaign category.

1a: Most Theater campaign goals were less than $10,000.

2a: Theater campaigns were most successful when started in the Spring which coincides with the start of Broadway season.

3a: Note – Music category has the greatest success rate. Most Successful campaign goals were less than $20,000.

Conclusion 2: The general category of Journalism campaign had the lowest representation, and all were cancelled.

Conclusion 3: Once Campaign Goals exceed $20,000, Failure rate was basically equal to or exceeded Success rate.

2. What are some limitations of this dataset?

* No current data. It would be interesting to see 2018 and 2019 data.
* Location is limited to Country. The ability to see location would help identify hotspots of success or failure.
* Comparison against other fund me type accounts.

3. What are some other possible tables and/or graphs that we could create?

* With current data, Average\_Donation and Backers data could be plotted against success rate. This would be interesting see if there was a correlation between number of Backers and success rate and their average donation. When reviewing the data, if there were a greater number of Successful Campaigns that had a relatively high number of backers with a lower average donation rate, it would infer there is a requirement to understand the need (desire) of the target audience when establishing the Campaign. Grassroots understanding. I would also be interesting to see the success rate of Campaigns that have a primarily large donor and nothing else.
* With suggested additional data for 2018 and 2019, it would be interesting to see if Theater and Music would continue their dominance of success rates.
* With suggested location data, it would be interesting to see if hotspots could be identified for success and failure. It would also be interesting to see if there were campaign deserts. Locations that typically do not have campaigns but based on demographics would they be a candidate for a specific campaign.
* With suggested go fund me account data, it would be interesting to see if a specific program has more success or failure.