

Excel Challenge – Kickstarter – Report

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

1. Campaigns under the Music category have the highest likelihood of being successful. While there is a higher volume of successful campaigns under the Theater category, launching a Music campaign seems to be a safer bet. If you can make your play into an interpretive album, perhaps you will run a better chance of funding your campaign.
2. Campaigns to kickstart a food truck are highly likely to fail. Kickstarter does not appear to be a viable method to fund a food truck business.
3. Launching a campaign in December decreases the likelihood of its success. Possibly due to people spending money on gifts or focusing their attention on holidays instead of Kickstarter campaigns, the better bet would be to delay until as late as May the following year, if feasible.

2. What are some limitations of this dataset?

The dataset gives good starting points for analysis, but lacks certain depth to better color any determinations. For example, the dataset does not include any information about stretch-goals, marketing campaigns in conjunction with Kickstarter campaigns, or amount spent on add-ons. It does not provide for quickness of funding. Without this information, conclusions like the ones drawn above are limited in their use.

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

A useful table (and corresponding graph) would be average percent funded and average pledged amount per category and/or sub-category, filterable by state. Throwing this pivot chart together tells an interesting story (one that as a Kickstarter board game maker I had an idea of): Successful Games campaigns have the highest average percent funded of all categories at 12000%.

Another interesting table (and corresponding graph) would look at number of backers along with number of Campaigns by Category per Campaign state. This makes clear that lots of people are backing Technology campaigns—that in and of itself is a useful thing to know. You cannot go into a technology campaign without the ability to scale up your ability to provide on your promises.

Bonus Statistical Analysis (this is also in the excel sheet)

Q: Use your data to determine whether the mean or the median summarizes the data more meaningfully.

A: In both instances, the median does a better job of summarizing the data. Using the quartiles, it is clear that the mean in both categories is being heavily skewed to the right.

Q: Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

A: Successful campaigns have more variability. The variance score for successful is much higher; the standard deviation for successful is much higher; the z-score range is much higher. The only area where failed campaigns have more variability is in the interquartile range. This makes some amount of sense, because failed campaigns are more likely to have less backers by virtue of not hitting the funding threshold, whereas the sky is the limit on successful campaigns, creating inherent variability.