Excel Homework 1: Kickstart My Chart Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * More successful projects started at the beginning of the year, while most failed and cancelled projects started at the end of the year, there is a big downfall seen especially on the months of November and December. It is interesting to see this trend and relate it with the “New Year’s Resolution” mentality, more people are motivated to achieve their goals at the beginning of the year vs the end of the year hence a possible explanation for the trend.
   * Most successful campaigns were the ones with a goal of less than $1,000, while the those with a higher goal failed and were cancelled the most.
   * “Entertainment” categories were more popular and had a higher success rates than others and those were more popular among the countries that also had higher success rates, creating a correlation with the market in the country and the project.
2. What are some limitations of this dataset?

A limitation of this dataset is possibly the large range of projects found in each category, which could make it hard to determine the success of a project only based on the category. For example, there were 1,393 projects under the category of *theater* but only 24 projects under the category of *journalism*. This also explains why the data shows that more “entertainment” projects such as theater, music and film were more common and had a higher success rate than the rest of the categories.

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

It would be interesting to compare the success rates and trends of the projects based on their time frame, not only analyze the start dates but also the end dates. It could be interesting to see how long the project was when it was ‘successful’ vs. when it was cancelled and failed – additionally, it could also be interesting to see if it took longer for campaigns to fail when their goal was high or low.