Valerie Dandar: Excel Challenge Case Study

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

* Slightly over half of KickStarter Campaigns were successful (54%), when discounting those that are currently live.
* Theater projects were the most commonly proposed projects during the time period, second to music projects. In alignment with this finding, plays was the most popular subcategory.
* However, music projects were the most successful ventures with 79% being successful, discounting those currently live.

1. What are some limitations of this dataset?

* There might be a consideration to standardized the amounts pledged in a single currency, as they vary by country.
* I would make some decisions about how to address the data in the live and cancelled categories. With those that are live, we don’t know whether they will be successful or not, so perhaps there should be an exclusion of this data. Additionally, cancelled isn’t a clear category. We don’t know if cancelled is an indicator of success or not without knowing the reason behind it. (e.g. Did the initiator pull out? Were they forced to cancel by KickStarter?)

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

* I would be interested to further investigate the relationship between spotlighting and staff picks with the amount pledged.