Assignment 1 (Excel)

Vasudha Gangireddy

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

* Music and theatre categories saw more success in their projects whereas journalism projects had no success at all.
* As the budget for the projects increase, we see a trend of more failures in the projects. Small projects were more successful.
* Geographically larger countries have a varied list of projects whereas smaller countries have projects only in a few categories.
* Plays – a subcategory of theatre had the most success in all the countries.
* As the fiscal year progressed the success rate of projects also decreased. Success rate of projects were peak in the month of May.

1. What are some limitations of this dataset?

* Some of the projects have been ‘canceled’ even if they met the goal. So, the data doesn’t give us a clear picture as to why this happened. Data like reasons for these cancelations would be very helpful in making better decisions.
* There isn’t any information regarding the projects time frame. Did the projects fail because they were not able to meet their goals in the given timeframe? Or were there some other reasons that these projects failed? This information would help in finding trends in the failure of projects.
* The time frames for some of the projects were almost 2 months whereas some of the projects had less time. What was the reason behind these time frame allocations? Did these time frames play any major role in the success or failure of a project?
* The ‘spotlight’ and ‘staff-pick’ columns information does not add much value for analysis of success or failures. These columns can be a little more informative that adds value to the analysis and thus decision making.
* The currency provided is local currency for the country. If a common currency was used for all the projects, then analysis and comparison of the data would have been much easier and with a common base (common currency here)

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

* We can include a graph that compared the success, failure, canceled and live projects with respect to countries. This would give us an idea about countries and their success rates with certain projects. So, a decision could be made to launch a project in a country.
* Converting the currency field to a common currency field would be very helpful. A conversion table can be made for currencies of various countries and their conversion to a common currency and then analysis of the projects based on this data.
* Utilize the spotlight and staff-pick columns and create graphs and charts in such a way that the usability of this data is apparent.