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BCS Week 1 EXCEL—Kickstarters

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

Three conclusions we can draw about Kickstarter campaigns are:

* 1. The category of a Kickstarter largely determines the likelihood of success (theater, music, film/video, and technology categories see the most success).
  2. The rate of campaign success increases and plateaus in the 2nd and 3rd Quarters and decreases around the 4th and 1st Quarters. Specifically on the 4th Quarter, success peaks on November for Thanksgiving but drops on December because of holiday expenses.
  3. The lower the amount of the goal the higher the likelihood of success.

1. What are some limitations of this dataset?

**Frequency shared**: The data set does not include the frequency with which the campaign was shared and on what platforms (social media or otherwise) the campaign was publicized/shared. This data is likely to affect the success rate of campaigns because it determines the breadth of their visibility.

**Re-publication**: In addition, the data set does not include whether this is the first time the campaign is publicized or if it is re-publicized and the number of times the campaign was re-publicized. This data is likely to affect the campaign’s visibility and ability to capture attention. This data could reveal whether re-publicizing a campaign that includes changes from the first publication increases or decreases a campaign’s success rate.

1. What are some other possible tables and/or graphs that we could create?
   1. We could create a scatterplot chart comparing amount pledged to amount of goal. This could display the likelihood of success of a campaign with a low or high goal (relative to other kickstarters).
   2. We could produce a donut chart for percentage of campaigns that succeeded, failed, and canceled as fractions of the total number of campaigns.
   3. We could use a pivot table showing a count of backers for each category/sub-category. Each category/sub-category fields will be a row and there will be columns for number of backers and average amount pledged. This could show which categories attract the most attention. The pivot bar chart presenting counts of success/failed/canceled for each category can only show success rate not popularity. A campaign could succeed but have fewer backers than most other campaigns. Although it is successful, it might not be popular.