Joey Riebel

Excel Homework 1

There are several conclusions we can draw from the Kickstarter campaigns. The first being that over 50% of the campaigns are successful (2,185 out of 4,114). This is a positive and interesting metric. There were also very few Journalism campaigns and 100% of the journalism campaigns were cancelled. I also found that music has the highest percentage of successful campaigns and theatre has the most campaigns all together. My last conclusion is that I could find very little correlation within months and using the months filter. I would argue that it is not the most useful way to filter the data.

The biggest limitation I found within this project was the small sample size for certain categories like Journalism for instance. Journalism had only 24 total campaigns.

What are some other possible Tables and/or graphs that we could create?

I think implementing a pie chart with percentages would be extremely useful and beneficial when analyzing this campaign data. One could organize it with the percentage of successful, failed, and canceled by category. I also think creating a more detailed pivot chart or diving further into the data surrounding the average donation size per campaign would be very fascinating. This is an interesting metric that a lot people analyze during election campaigns and I’m sure it would be helpful here as well. The last change or addition I might add would be to create or manipulate one of the charts to show the rows or columns by country so I could get a better side by side reading of how each country compares.