GW – Data Analytics – Badr Worrell

Homework 1 – Excel

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

Before delving into this assignment, I would’ve assumed that most Kickstarter campaigns failed. However, based on the data provided, 2,185 campaigns are successful and 1,879 campaigns fail or are canceled. This helps suggest that Kickstarter is a successfully functioning fund raising platform. In terms of categories, film & videos (300 successful), music (540 successful), and theater (839) have the highest success rates. Journalism on the other hand has the lowest.

1. What are some limitations of this dataset?

There isn’t much clarity around what defines successful. Ultimately, I’d assume that you each campaign wants to go live. In this data set, only 50/4114 campaigns are currently live. Where does that leave the other successful campaigns? Do they have a business plan? Do they have a team? What’s the next step? These questions are unclear and unanswered, meaning that some of these successful campaigns could fail or get cancelled despite being funded.

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

A graph illustrating the relationship between bakers, goal, pledged, and state would be interesting. A regression would also be beneficial to help try and isolate the most significant or impactful variable. This could be done within categories to highlight industry trends in Kickstarter.