Excel Homework Report

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

There are several conclusions we can draw from analyzing the data about Kickstarter campaigns. Primarily, by looking at the State of Project by Category bar chart, we can tell that the category with the most campaigns, included successes and failures, is theatre. Another conclusion we can draw from the State of Project by Sub-category graph is that there are several campaigns that have a 100% success rate including in the sub category of documentary’s, electronic music, hardware, metal, rock etc. In addition, a conclusion we can draw from the count of state by date created graph is that most projects started in summer months (June through August).

1. What are some limitations of the dataset?

One limitation of the data is there are multiple currencies that are being compared against various countries. This can create issue when comparing campaigns from different countries. To address this issue, one could create a new column to convert all donations to US dollars for comparison purposes. In addition, another limitation are the ambiguous categories and sub-categories created by Kickstarter to sort the data. With new and innovative products coming to market each year, it raises the question of how each product is grouped into various categories. For example, a smart watch that was created this year could fit into multiple sub-categories such as wearable’s or gadgets. Ambiguous categories can alter data classifications. Lastly, although this data set is expansive, it only analyzes Kickstarter campaigns. A more holistic and competitive review of data would include campaigns from competitors like Wefunder and Crowd Supply.

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

Some graphs we could create include a comparison of the length of campaign funding per category/ subcategory to see what campaigns met their goals the fasted. This could be accompanied by graphs that illustrate the average donations size and number of backers per industry to analyze if many people backed a campaign, or if it was just a few wealthy donors. In addition, we could create a graph to compare the goal sizes between each category/ subcategory to see what campaigns require the most capital.