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Excel homework 1 – Kickstarter Data set

What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Theater, specifically plays are by far the most popular category of Kickstarter campaign. Plays are by and large a fairly successful Kickstarter endeavor.
2. Kickstarter campaigns launching in December tend to do substantially worse than those launched in any other month of the year.
3. In general, not many Kickstarter campaigns are actually cancelled.

What are some of the limitations of this dataset?

At least when looking at the trends above, the graphs should probably better account for the cost/ number of backers better, since there is for example, a Kickstarter campaign for The Alan Katz Show where the entire campaign was just for a $13 flash drive. When looking at the trends, it just counts as a success, but that shouldn’t be put in direct comparison with a $44,000 ask.

The conclusions that can be drawn from looking at the data need to be taken with a grain of salt in the sense that the most difficult thing for Kickstarter campaigns is to be noticed at all. Therefore, many of the more successful campaigns likely had outside advertising / fundraising to have garnered that level of attention.

What are some other possible tables/graphs that we could create?

Graphs looking at donation over the months of the year.

Graphs looking at success rate over the years (since this data appears to begin with 2009) to determine whether campaigns have gotten more likely to be funded since Kickstarter has become more popular as a concept.

Tables looking at success rate based off of Spotlight.