EXCEL HOMEWORK ANALYSIS

Kickstart Spotlight campaigns provides financial funding via donations to creators for their projects. This is a more personal approach because it reaches out to the community that may be interested in the project. One of my favorite shows “Insecure” started this way and before this project I didn’t have a clue.

What I noticed about the data given is that the greatest number of projects were categorized in theater, following music, then technology. Although those categories represented the greatest number of projects, their success rates weren’t directly related. Theatre had a 60% success rate, music had a 77% success rate, and technology had a 35% success rate. Another observation that caught my eye was when the projects were launched. The most projects were launched in July. My hypothesis would have been January. People tend to start the New Year off with new ideas. The least number of projects were launched in December. My hypothesis would be aligned with the data presented. When December comes around its time to wrap it up and get ready for what’s next. The most successful month was May with 61%. My recommendation would be to start a music project in May.

The data is dated until 2017. This could cause some concern in 2021 because the data may not be applicable to the present. We’ve seen how drastic one year made with Covid-19. I’m not sure as an analyst would be comfortable making suggestions with this data. Many of the projects were picked by the staff/spotlight. This could cause a bias. What the staff prefer/suggest may not be what the investors are interested in.

Other possible tables and graphs that come to mind would be the countries, state and categories. This would give me a picture of which community supports which category the most. This could result in more successful campaigns. Another table would be the timeframe of the funding raising versus the state. This may tell me if additional time would result a successful campaign.