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GW Analytics Bootcamp

Module 1 Challenge

‘Kickstarter’ Written Analysis

Overview of Project

To break down a data set and provide Louise with a visual representation of successful theater projects; specifically plays.

Purpose

The purpose of this project was to not only learn the basics of Excel but dive into a real-world application utilizing Excel as a tool for data analysis. With a solid foundation we were able to look at and expand upon different tools Excel has to offer, such as: functions, formatting, filtering, charts and tables.

Analysis and Challenges

* Analysis of Outcomes Based on Launch Date

1. This Pivot table showed that June to July presented the highest probability of launching a successful theater campaign.
2. More campaigns failed in the second Quarter

* Analysis of Outcomes Based on Goals

* Challenges and Difficulties Encountered
  + Writing VLOOK functions. I kept encountering errors after referencing the previous sheet
  + Countifs Funtion
    - =COUNTIFS(Kickstarter!$E:$E,"<1000",Kickstarter!$H:$H,"US",Kickstarter!$T:$T,"rock")
  + This function wouldn’t pull in the data

Results

- What can you conclude about the Outcomes based on Goals?

n/a

- What are some limitations of this dataset?

The data set presents a data that covers a wide range of projects that don’t pertain to Louise’s needs. So this data set can probably present skewed data

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

We could use a pie chart to display the quarters with the greatest success rates.