

Instituto Tecnológico de Monterrey. Data Analyst Bootcamp.

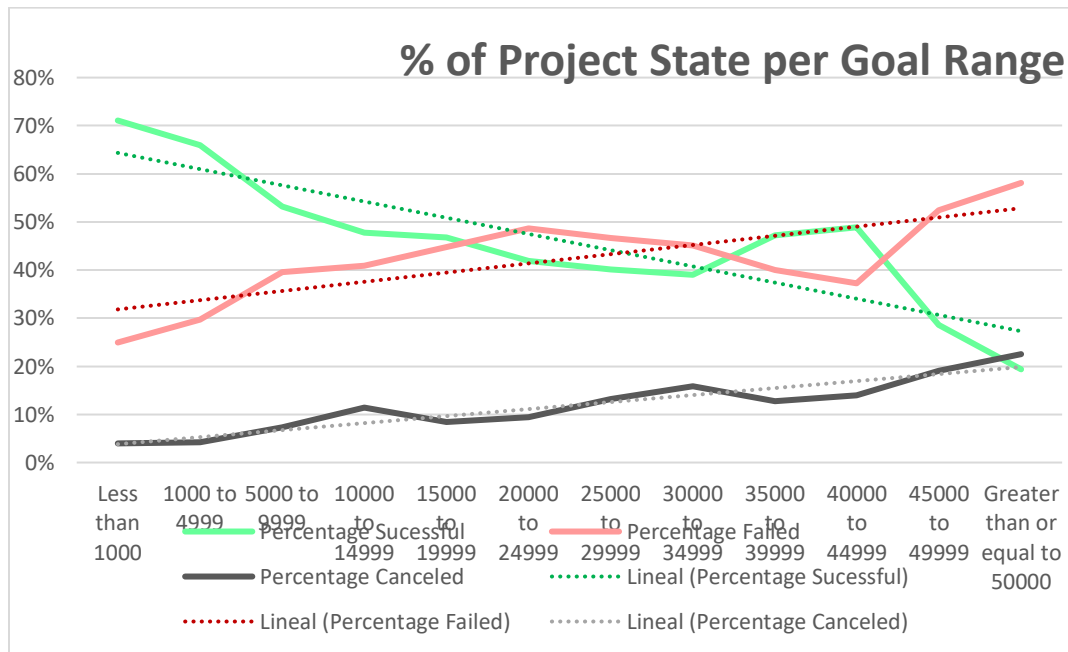
Homework 1. Excel Homework: Kickstart My Chart

March 16th, 2021

Bárbara Hernández Rivero

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

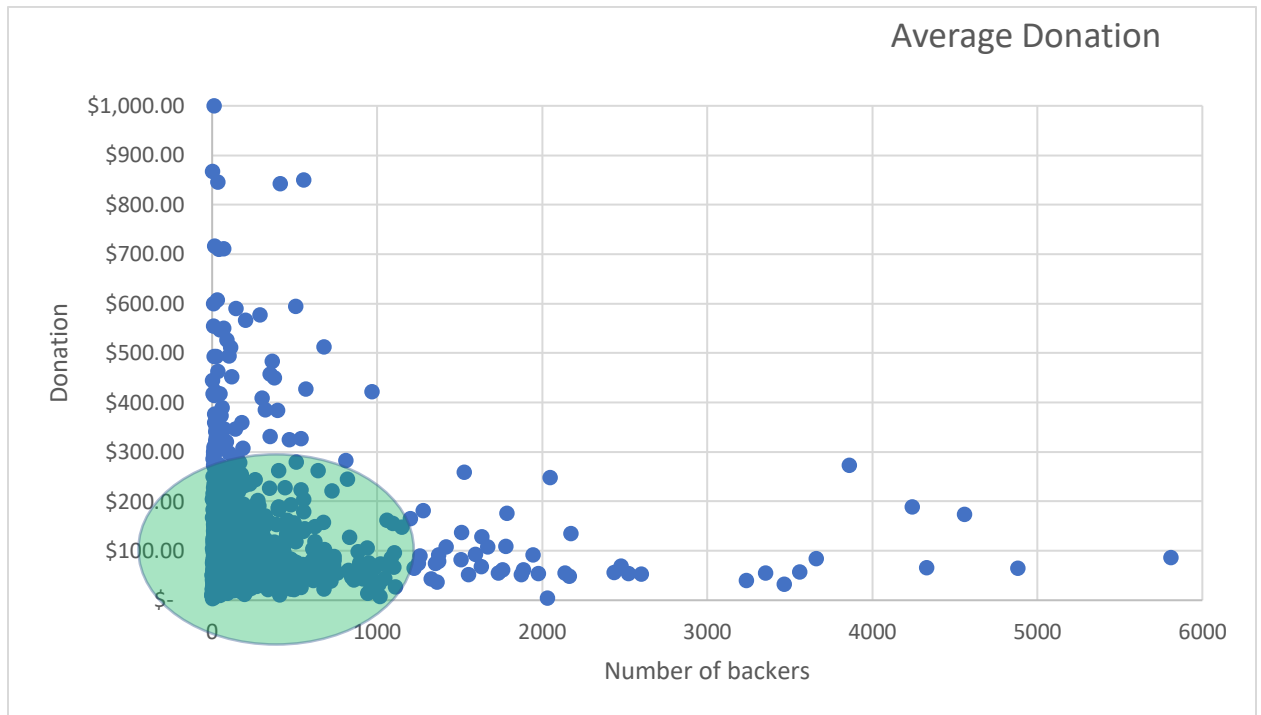
1. As the Goal of the project growth, the trend/probability of the success of the project reduce and the trend/probability of failure or cancel increase.



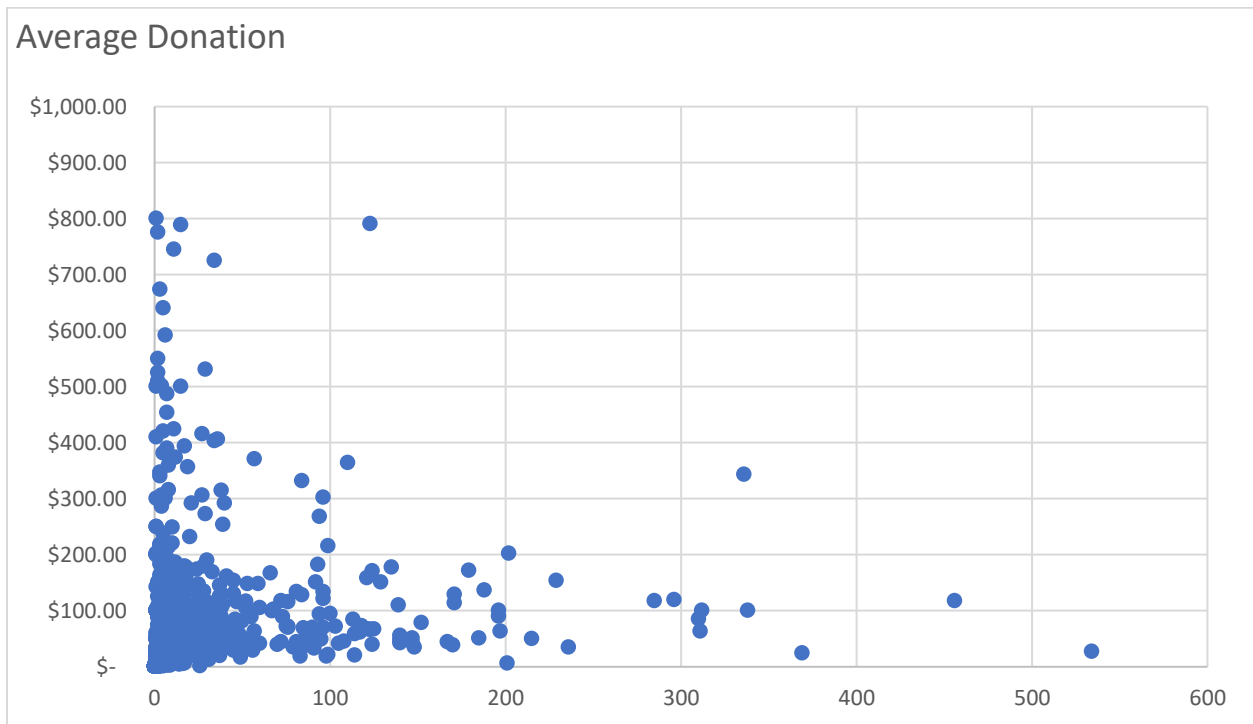
2. Kickstart has been considerable higher in US vs. other countries



3. Most of success projects had less than \$200.00 of donation with less than 1.000 backers on local currency, this would suggest seeking manage this range of the donation for better probability of success.



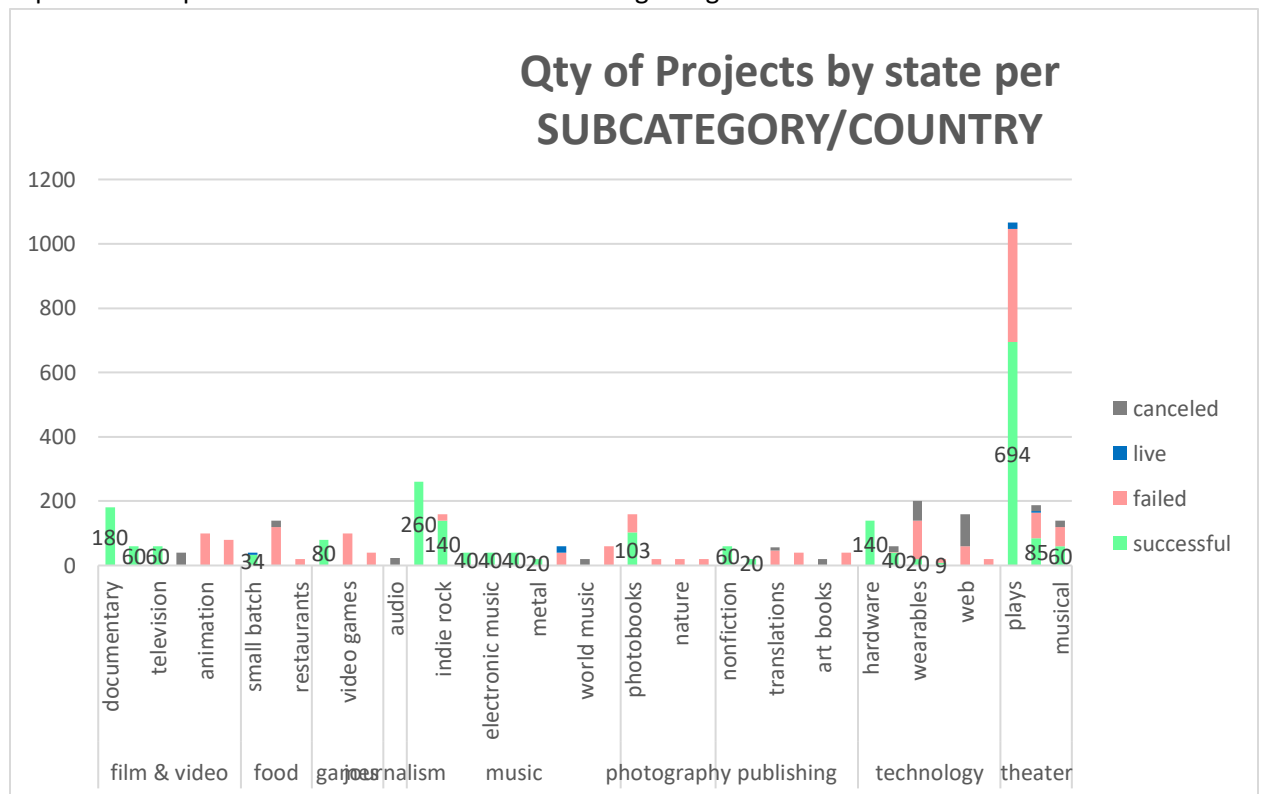
However, it is not conclusive as same comparison for Failed projects show the same behavior. Then we will to count on the relevancy of the Category and Subcategory as describe on the following points



- Analyzing the statistical data, we find that success projects starts from 1 Backer up to 26,457, having a huge variance of the data on this point.

Successful Projects	
N	2,185
Mean	194
Median	62
Minimum	1
Maximum	26,457
Variance	712841
Standard Deviation	844

- The categories with highest activity are Theater, music and film&video. Having Theater on the top with an important difference versus the following categories.



What are some limitations of this dataset?

Financial results of the projects (EBIT)

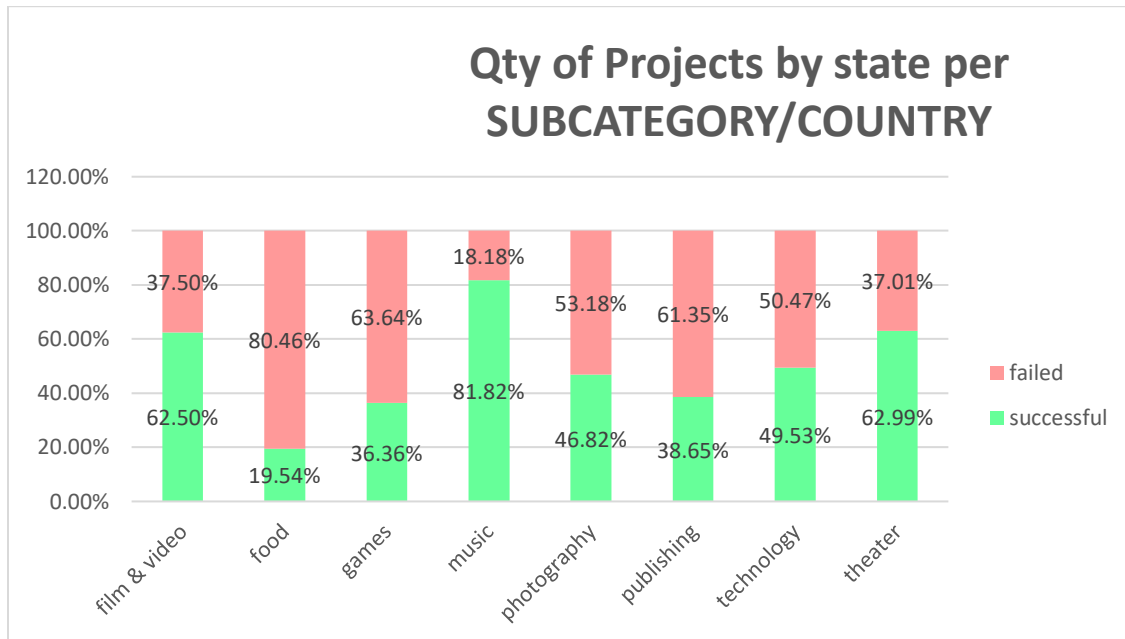
Demographics of the backers (age, gender, state, profession, etc.)

Marketing strategy behind each project (promotion, advertising, etc.)

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

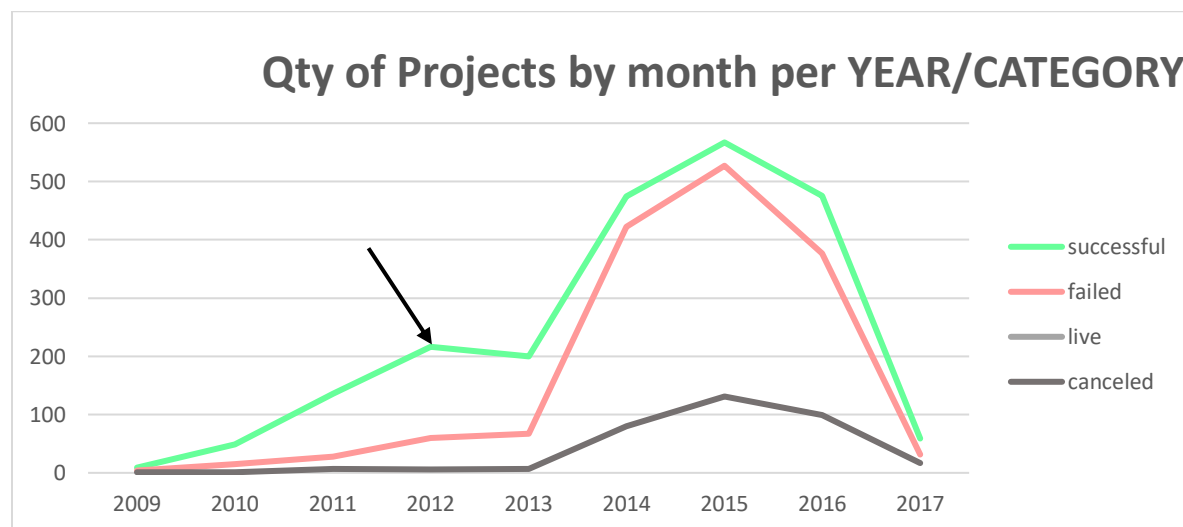
1. The % of success and failure per category.

With this view we can see that the categories with more % of success are Music (81,8%), Theater 62,9%) and Film&Video (62,50%) and inside of the Music category we have subcategories with 100% of success such as Rock and Documentary, short and television for the category of Film and video.

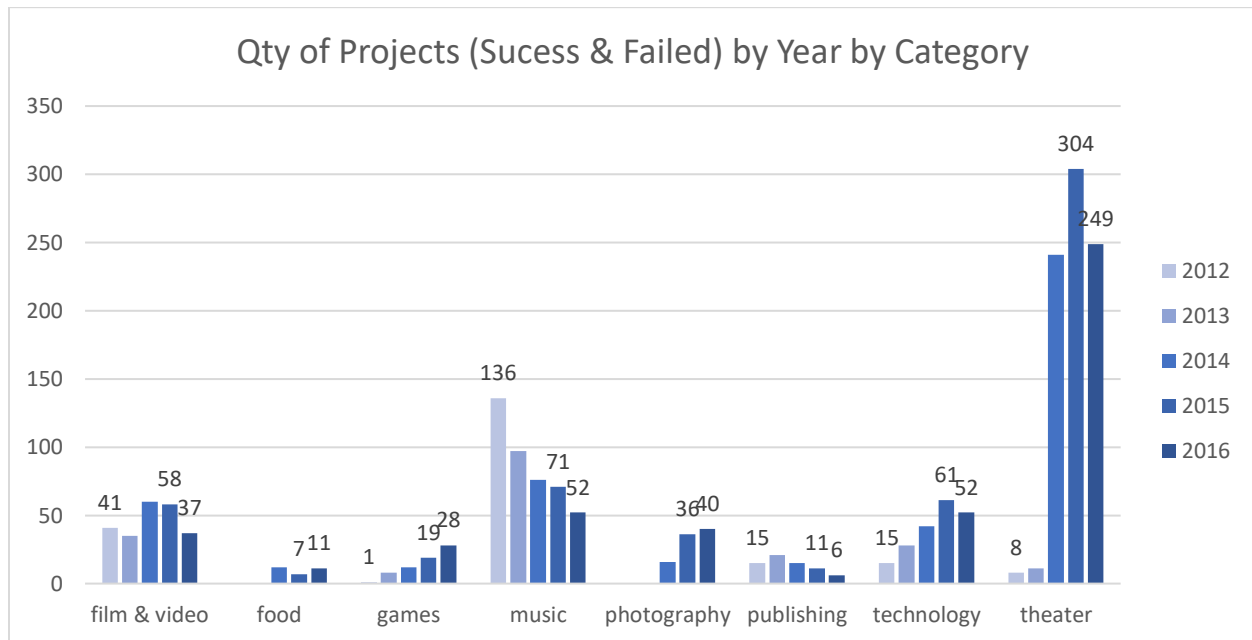


2. The quantity of Projects by Year.

With this view we can see how is the big jump in 2014 on the quantity of projects that increased also in 2015, however decreasing in 2016 and 2017. The trend about the quantity of success projects show an important jump also in 2012 versus the previous year, trend that reduced considerable on the following years, having almost the same quantity of projects failed versus success in 2014, 2015 and 2016.



- Success Projects by Year (growing trends by category). By analyzing the years with highest activity by Category, we can see that most of the success cases in 2012 were driven by Music projects however decreasing consistently on the following years. In other hand, the growing trend of categories such as Technology, Games and Theater, this last showing a growth of 2,400% in 2014 and remain as it on the following years, this would be an interesting case to analyze in deeper detail, considering in conjunction with the high % of success.



- Success factor by country. The analysis by country do not show much outcome as most of the activity is happening in US, even though some countries are showing 100% of success projects, however, as the sample is very short it may not be conclusive.

