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UCD Data Analytics

Excel Report

1. The data given shows that Kickstarter Campaigns that are in the Music category have the highest success rate while all campaigns in the Journalism category were canceled. The theater category had the largest number of campaigns and was a more successful category. As the monetary value of the campaign increased the cancelation rate increased.
2. I noticed that analyzing by monetary value is not perfectly accurate because the data contains various currencies.
3. I ran a regression analysis of Amount Pledged(Col E) versus Count of Backers(Col L) and found some interesting data. The p-value was 0 and the coefficient was 74.99 which means on average the backers in the data pledged about 75 units of currency. The Multiple R was .796, the R Square was .633, and the Adjusted R Square was .633 as well. This shows positive correlation between number of backers and amount pledged but the data doesn’t quite fit the model perfectly.