Rutgers Data Science Bootcamp

Excel Homework 1 – Due 1/29/19

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**Assignment**

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| 1. What are three conclusions we can make about Kickstarter campaigns given the provided data? |
| 2. What are some of the limitations of this dataset? |
| 3. What are some other possible tables/graphs that we could create? |

Question 1: 3 Conclusions:

1. Majority, 53% of projects are successful (See Chart 1)
2. Projects in theater, especially plays are the overwhelming majority at over 33% (see chart 2).
3. Late Spring and Summer months; May, June, and July are the top months to start a project (see Chart 3).

Question 2: Limitations of the dataset

The dataset does not include how many projects per user. For example, a user may have failed at a project but restarted it as another project that was successful. Also, this is not a major problem because we have a conversion, but the Unix Timestamp is an inconvenient limitation to the data for analysis purposes. For kickstarter project analysis purposes, it would be interesting to know why projects were successful or failed, but due to limitations in the data set we do not know the reason for this.

Question 3. Other possible tables/graphs to create

It’s not another table but I converted the count to a percent so I could more easily answer the first question. Another example that I might look at is how many projects were funded to goal level and beyond and how many total dollars that represents giving the total value of dollars exchanged within kickstarter. Looking at the top grossing projects on kickstarter I was interested to see they were in publishing and technology. The 2nd highest grossing project was one I recall seeing on facebook for a wearable tech jacket in Chart 5. One chart that very clearly illustrates the success rate v. sum of goal is below using a secondary axis to show the inverted relationship below in chart 4. Kickstarter is a website that is utilized over the years with data starting in 2009 but I was surprised to find out that kickstarter’s peak popularity was in 2015 according to the data on the Chart 6 below.

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| **id** | **Top 10 Grossing Pledged Projects by Name** | **goal** | **pledged** | **state** | **country** | **backers\_count** | **spotlight** | **Percent\_Funded** | **Avg\_Donation** | **Category** | **Sub Category** |
| 2014 | 3Doodler: The World's First 3D Printing Pen | $ 30,000 | $ 2,344,135 | successful | US | 26457 | TRUE | 7,814 | $ 89 | technology | hardware |
| 1012 | HALLAM new york SMART JACKET 2.0 for TRAVEL with 29 FUNCTION (Canceled) | $ 5,000 | $ 1,076,751 | canceled | US | 775 | FALSE | 21,535 | $ 1,389 | technology | wearables |
| 1971 | castAR: the most versatile AR & VR system | $ 400,000 | $ 1,052,111 | successful | US | 3863 | TRUE | 263 | $ 272 | technology | hardware |
| 2076 | Earin - The Worlds Smallest Wireless Earbuds | $ 179,000 | $ 972,595 | successful | GB | 8359 | TRUE | 543 | $ 116 | technology | hardware |
| 1948 | UDOO X86: The Most Powerful Maker Board Ever | $ 100,000 | $ 800,211 | successful | US | 4245 | TRUE | 800 | $ 189 | technology | hardware |
| 2013 | Portal: Turbocharged WiFi | $ 160,000 | $ 791,862 | successful | US | 4562 | TRUE | 495 | $ 174 | technology | hardware |
| 1478 | Planet Money T-shirt | $ 50,000 | $ 590,807 | successful | US | 20242 | TRUE | 1,182 | $ 29 | publishing | radio & podcasts |
| 1978 | B9Creator - A High Resolution 3D Printer | $ 50,000 | $ 513,423 | successful | US | 388 | TRUE | 1,027 | $ 1,323 | technology | hardware |
| 1973 | Lightpack 2 - Ultimate Light Orchestra For Your Living Room | $ 198,000 | $ 508,525 | successful | US | 2051 | TRUE | 257 | $ 248 | technology | hardware |
| 2064 | Lightpack â€” ambient backlight for your displays | $ 261,962 | $ 500,784 | successful | US | 5812 | TRUE | 191 | $ 86 | technology | hardware |