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UCB Ext. Data Analysis and Visualization Bootcamp

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**Kickstarting with Excel: Week 1 Challenge**

Overview & Purpose

This week I was tasked with assisting a local theater explore options and possible outcomes for a new play crowdfunding campaign. I looked at Kickstarter data for hundreds and thousands of Kickstarter campaigns for theater plays in many different countries to see if there were any factors that especially contribute to a campaign that reaches and exceeds its goal.

Analysis & Challenges

* I started by examining if the launch date had any effect on the success of the campaign. First, I added a column to display the percentage of each campaign that was funded. Then, I created new columns to display the converted Unix timestamps for both Date Launch and Date Ended. Next, I created a pivot table on a fresh new worksheet. I placed Parent category, years, and country under filters, outcomes under columns, Date Created under rows, and count of outcome under values. With all the appropriate data points in the right places in the table, I then created a linear pivot chart to visually show the relationship between the Launch Date and whether the campaign was successful, cancelled, or failed.
* My next area of interest was if the size of the goal effected the outcome of the campaign. To explore this further, I created a new spreadsheet and broke the campaigns into categories ranging from less than $1,000, between $1,000 and $4,999, $5,000 and $9,999, $10,000 and $14,999, etc. with the last category being $50,000 or more. I used the Countifs function to count the number of successful, failed, and cancelled campaigns in each monetary goal category. I struggled a bit with figuring out how to translate the monetary ranges into the criteria field, but after I experimented a bit with quotation marks, greater than, lesser than, and equal signs I was able to format the formula with 3 different criteria. The first criteria was whether the campaign was successful or not, the second was the lower boundary of the monetary goal category, and the third was the upper boundary of the monetary goal category. Once these values were counted up for successful, failed, and cancelled campaigns, I added up the total campaigns for each monetary category. With the totals I was able to calculate the percentages of successful, failed, and cancelled campaigns in each monetary category. Lastly, I created a line graph to display the relationship between the goal amount of the campaign and whether the campaign was successful, cancelled, or failed. My final line graph ended up looking very similar but not quite exactly like the example provided on the assignment page. I double checked my formulas and the filters on the original data spreadsheet. When I set up the table, the original data was filtered to only show campaigns from the US. I tried to change the filter to show all international campaigns, but it did not have any effect on the table or graph

Conclusions

* Based on the pivot table and chart I created, it shows that campaigns launched in May had the highest percentage of success, while campaigns launched in October had the highest percentage of failure. There didn’t seem to be any relationship between launch date and cancellation of the campaign.
* The goal category with the best chance of success was $1000-$4999. The campaigns with a goal of $40,000 or above and a low and declining rate of success. The category of $50,000 or more had the highest percentage of failure. There were no cancelled play campaigns in any of the monetary goal categories.

Limitations & Opportunities

If I were to explore this topic at a deeper level, I would love for there to be genres of the play campaigns included. I think it would be very interesting to see if certain genres were more successful than others.

An interesting table idea for me would be percentage successful based on country, this would show the extent that different areas of the world support theater. Another idea I would like to explore would be if the outcome of campaign is influenced by whether the campaign was highlighted by Kickstarter staff. One last idea I had would be to compare backer count and average amount of backers with the outcome of the campaign.