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| **Cohort:** | Mondays & Wednesdays |
| **Homework#1:** | Excel - Kickstarter |
| **Date:** | 03/11/2019 |

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Pivot Chart 1 shows the following results:

Theater – holds the Number# 1 successful kickstarter campaigns

Music – holds the Number# 2 successful kickstarter campaigns

Film & Video – holds the Number# 3 successful kickstarter campaigns

In addition, choosing to simply compare 2 countries, say United States vs. Canada: “Theater and Music” categories are almost equal for the United States, while for Canada, it is more for “Theater” category; And, when comparing all countries by the number of successful projects, “Theater” is the most successful category.

Pivot Chart 2, shows that Sub-category for “Plays” under “Theater” parent category, holds the highest record of successful projects.

1. Amongst all the categories, “Journalism” category with sub-category “audio” were all cancelled; Percent funded was near zero, making it an insignificant category.
2. Pivot Chart 3, the success rate for all the campaigns from May through September has declined; In October, the success rate increased and is constant for the month of November, decreasing in December.
3. What are some of the limitations of this dataset?
4. Currency – assuming we are using USD for all, then we should consider currency conversion. That said, converting foreign currency to USD would be required, and the resulting value for USD should have its own designated column. This way we can validate the total “Pledged” value as well the “Average donation” in USD for the entire dataset.
5. “Deadline” column and “Launched at” column – these data does not clearly say whether this in date, time, minutes, etc. Missing values, even the lack of a section or a substantial part of the data, could limit its usability.
6. There are “goals” set for only $1 and a pledge has been recorded for each one of them, marked as “successful”; $1 is not a realistic goal, this can be considered to be an “outlier” because the value lies outside most of the other values in the dataset.
7. There are various types of categories and sub-categories, it is best to put emphasis on selected dataset, i.e., theater, film and video, technology, etc.; Having to capture only a few categories would be more meaningful and less complex.
8. What are some other possible tables/graphs that we could create?

The other possible tables/graphs that could be created are to find the relationship between the goal amount and the amount pledged, and percent funded.