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Data Science Bootcamp

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Excel Unit 1

Within the Kickstarter project, there are many who have pledged donations for many types of campaigns to help with funds required. Different types of categories include technology, theaters, publishing, film and video, food, games, journalism, music, and photography. In some campaigns, there have been either success, failures, cancellations, and progress. Let’s go more into more detail with the data.

From the information, campaigns have been made to fund different states hoping there would be success or at least progress. The main categories include film and video, food, games, journalism, music, photography, publishing, technology, and theater. Based on the category data, theater was most favored for success with music next in line while half of the total projects were a success. However, when looking deeper into their sub-categories, plays has the highest success in theater that is about twice as much as it’s failures with 694 being successful while 353 were failures. Other sub-categories with higher success included documentary, hardware, indie rock, rock, nonfiction, and photobooks. Based on time of monthly and annual statistics, there have been 349 canceled projects compared to the 2185 successful campaigns and 1530 failed campaigns of the projects. Most of the time the projects had more success until the last month of the year and it was not as significant. The state of the projects, percentage funded, categories, sub-categories, and monthly and annual data had the significance compared to the rest of the data table.

In the data table and the statistics, there are limitations that hinder some fundamental questions. One limitation includes the missing number of brokers who did not fund some project so it will not be known if there would be any success as some were either canceled or failed. The other limitations include how the data is specifically category, sub-category, and monthly and annual statistics. There is also the limitation of whether the statistics are either successful, canceled, failed, or live. It’s also limited by country so there is no data on what cities would have liked what categories.

As I initially looked at the data table, I reviewed what needed calculation. This included the percentage that was funded to each project, the average donation, the date created conversion, and the date ended conversion. I had to calculate what involved the funds, average donations, and created and ended date conversions, which included the goals, pledged, brokers, and when the campaign launched. After calculated the percentages, I created data charts and pivot tables of the data tables by filtering the categories, sub-categories, and monthly and annual data. The highest percentages funded was the theater category and plays sub-category with %302 of the goal funded. To find how many projects there were and what their state was, I looked for the bar charts to best review the amount of states for each category and sub-category. For the monthly and annual statistics, line graph was best suited to show the progress throughout the year whether it was successful, failed, or canceled in each month.

As I look at the pivot table and the data charts, they determine how much each category and sub-category is successful, failed, or canceled while the monthly and annual statistics presented the increase and decrease of the state for each month. As I review the data charts in the statistics for the category and sub-category data, I noticed how journalism was no longer as popular as it was for the campaign as there was no failures nor success, only 24 canceled campaigns. Another note is that the music and theater have taken the lead with 540 and 839 successful campaigns respectfully. The data had too little to specify what parts of the categories was higher funded. As I look further to see what campaigns were successfully funded the most, plays in theaters had much success in the campaign with 694 successful campaigns as well as 280 rock music campaigns. One negative I found was that there was too much data in the statistics and had to enlarge the chart to present the full data. As I look at the line graph, while the data was accurate, it was only for that one year and is somewhat difficult to draw a conclusion for future campaigns. I can only determine the potential of the campaign for now based on the line graph. I have also reviewed each sections of goals from 0 to at least 50,000 with how many successes, failed, and canceled project there are. The highest amount of successes was in the goal of 1000 to 4999 while the lowest was 6 at 45000 to 49999. For failures, the highest amount of failures was 420 in the goal range of 1000 to 4999 and the lowest amount of failures was 11 at the ranges of 45000 to 49999.

For now, there are a few points I can make from the data sets. In both types of category statistics, while the number of states is determined, it’s too broad for the data to be accurate. The monthly and annual statistics can relay the potential for the future campaigns, it can only be a guess based on only one year of the date conversions. Based on the end of the line graph, it’s possible to believe that the number of success will be going down while the number of failures will be going up, as shown in the line graph when January had 182 successful campaign and 149 failed campaigns while December had 111 successful campaigns and 118 failed campaigns. However, the successful campaigns are still higher when comparing the 2185 annual success and the 1530 annual failures. One point I could make is using the line graph to determine the progress for the campaigns for each category to determine further data. For my recommendation, if I had to choose one category and sub-category if I want to put it in the Kickstarter to be funded, it would be the theater category with the plays sub-category due to the high amount of successful campaigns. The best time to start the program would be in April as there was over %300 funded in the campaign of “Shakespeare Orange County’s HAMLET: Match This!”

Category Statistics:

Sub-Category Statistics:

Monthly and Annual Statistics:

Goal Statistics: