Kickstarting with Excel

**Overview of Project**

While creating the Kickstarter in excel, I was to analyze datasets that consisted of 4000 crowdfunding projects. I put my critical and analytical thinking skills to use in the crowdfunding Kickstarter by using charts, pivot tables, and formulas. By doing so, I was able to pull large amounts of data that enabled me to analyze the goals, pledges, and outcomes for each crowdfunding project.

**Purpose**

The purpose of this analysis is to increase my ability to think critically, enhance quantitative reasoning, and computer literacy. It is also designed to gather information which will help me to comprehend and critically analyze data. In the Kickstarter crowdfunding project, I was able to find out what the meaning of data is, what story is the data telling, if there are any trends or patterns, and how it can be used to find the exact needs of Louise’s Crowdfunding project.

**Analysis and Challenges**

In this analysis I was able to dive deep into were the following: What is data? (What does data mean), What data being presented? How the data can be broken down so that I can understand how to critically analyze the outcomes of each project, create graphs, and pivot tables to pull specific data out to be analyzed visually, and use formulas to create statistical data to identify trends for Louise’s project.

The data analyzed in the Kickstarter challenge can be found below:

A picture containing text, indoor, white

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I formulated a table for each dollar amount range with the number of projects that were either successful, failed, and canceled. In doing so, I was able to draw correlations between the goal amounts pledged successfully and the amounts of those that failed.

**Challenges and Difficulties Encountered**

Challenges and difficulties did arise when I found myself trying to collect statistical data on the number of successful, failed, and cancelled based on the project’s outcome with the Countifs formula. I had a hard time understanding how to format my formula while including different tables of information from different sheets used in the Countifs formula. I was able to gain the help of some of my classmates and my tutor to solve any issues I could not solve. I now have data that reflects the proper information needed for my chart as required.

**Results**

*- What can you conclude about the Outcomes based on Goals?*

I was able to conclude that the higher the goal amount was set to, it was less likely the goal was to be funded. There was a total of 37 plays with financial goals set from $30,000 to greater than $50,000. Out of these, only 11 were successful which makes up 30 percent of the total. On the lower end of the goal pledges there was a total of 1010 plays with financial goals set at less than $1,000 and equal to $29,000. Out of these only 683 were successful which is 68 percent. In conclusion projects with lower financial goals were more so successful then those who had higher financial goals.

*- What are some limitations of this dataset?*

The Kickstarter dataset only allows me to see what the total amount of the outcomes were at the end of each deadline. The dataset doesn’t allow me to view how the deadlines may have impacted the ability of each goal to be met. Each goal has a different range of time set for each project. I would have like to find out which goals were met within specific time frames. Like within 30, 60 90 days etc. I also would liked to be able to find out what variables have affected Louise’s ability to collect funding in the time frames given for each project. It would have been nice to know the types of fundraising backers that were used so that I could have charted any correlation on the dollars collected and the methods of backer used. I think this would have given more of an explanation on why so many projects failed.

*- What are some other possible tables and/or graphs that we could create?*

I do enjoy visually creating pivot tables and charts. I like reading them and being able to visually view the data next to it. I would have liked to use histograms more. I like how the data can be formatted and measured on an interval scale to broaden the visual site of major features in the datasets. I would have liked to have used them on a more in depth level.

*-What are two conclusions you can draw about the Outcomes based on Launch Date?*

Graphical user interface, table

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Chart, line chart

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Based on the charts above I was able to find that during the summer months more projects were shown to be successful. During the winter months the number of successful projects significantly decreased. I also noticed that the number of projects failed make up 35 percent of the grand total. While the number of projects successful was 60 percent of the total.

**Summary:**

In conclusion, on the “Outcomes Based on Launch Goals” sheet, projects labeled under the “less than $1000” category and from the “$1,000 to $4,999” goal range, the highest number of projects were listed as successful. These ranges have the highest in total amount of projects listed as successful along with least number of total projects failed. The second conclusion that I found is that the goal ranges from $45,000 to $49,000 and greater than $50,000 have the greatest values in the “percentages failed” column. The projects that ranged from $45,000 to $49,000 had zero success. I’d also like to note that the most successful reached for each pledged was mostly during the Mid-Spring to Summer months. The Winter months were shown the least successful projects pledged.

Table

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