StarterBook

Kyungchul Oh

For this homework, I organize and analyze a database of 4,000 projects and uncover the trends by using the excel table with pivot table and graph.

Average Donation shows that how much each backer for the project paid on average.

Using percent funded column, we can see which the project is success, fail, canceled. The most successful projects are related to the entertainment business which is theater, technology, music, games and so on.

Using first pivot, we can see clearly which project is the most successful.

Top three successful category of first pivot are theater 839, music 540, film & video 300. It shows that the projects are relevant to the entertainment business, but another projects like journalism and publishing are unsuccessful and not associated with that.

Using second pivot, we figure out that the most successful donation is plays that the parent category is the theater. The total number of ID for Plays is about a quarter of total number. Second successful sub-category is Rock that has no unsuccessful number and the parent category is Music.

Using third pivot, we analyze that how date created can impact on the donation. It shows that donation is increasing from March and picks May. On the other hand, donation is decreasing from summer which is June and December records the lowest donation. It seems that the best season to donate is Spring and worst season is Winter.

Given the three pivot tables, we can see the trend and the tips for the donation, but has limit to figure out the relationship between the date-created and the category. If we can make the pivot table that figure out the relationship between two factors, we can have more tips for donation.

Using a summary statistics table, we can use the mean number of backers are more meaningfully than median since the standard deviation is too large.

Successful campaign is more variant than failed since the variance and standard deviation of successful campaign are larger than failed one adoring to the statistics table.