## Excel Homework #1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers?
   * Is this data in rounded or whole dollars? I am assuming whole dollars. Thus, most of the amounts requested are small.
   * Most of the kick-starter campaigns are for creative endeavors with 600 of the 4,114 being for technology.
   * Success does not mean or imply that the venture was successful. Success in the provided data only means that the campaign’s financial target was met. To enrich the analysis and better evaluate the benefits of kick starter programs, additional data would be beneficial. For example, P&L information such as Revenue/sales, units sold, number of customers, EBIT (Earnings Before Interest and Taxes), etc. would be among factors that could be used to determine not only the success of the kick start program but of the organization’s success.
   * 349 campaigns were cancelled with the majority of those being in the technology area. Based on the dataset provided, we do not know if the campaign was cancelled by the participant or the company. If the company cancelled, was it due to fraud or a violation of the terms of service?
   * The data set is mixed currency. A translation rate and base currency need to be determined and applied to the data set. Any calculations or statistics related to the campaign target and pledged amounts are misleading. Thus, the primary conclusion that can be drawn from the data set is if the campaign met the established target. The statistic calculating the average donation can be misleading. For example, a 400-dollar donation in USD is very different from the same donation in MEX, GBP or CAD currencies.
   * The percent funded calculation has outliers that can skew the data. For example, one campaign’s target was $1 and approximately $22K was raised
2. What are some limitations of this dataset?
   * Mixed currency data (see above)
   * For purposes of completing the exercises, I attempted to match the graphs and colors used on the snapshots provided. However, the use of the colors chosen to represent each category varied across the Master data set and each chart. In the real world, those standards in reporting would be established and followed by everyone across the company to avoid misinterpretations or misunderstandings of the data.
   * Success does not mean or imply that the venture was successful. Success in the provided data only means that the campaign’s financial target was met.
   * Some of the data has major outliers – thus, the data is skewed when doing analysis such as average and standard deviations.
   * A data dictionary or explanation of every column in the dataset would have been useful. Explanations for Spotlight and Staff pick would have been useful and possibly allowed a different perspective and additional analytics.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Length of campaign would provide some insights. First, are longer campaigns more successful in meeting targets? Or, does the length of campaign have little or no impact?
   * Charts and graphs focusing on the trend of successful, failed, cancelled and live campaigns year over year. This view of the data would be indicative of the volume of use and outcomes of Kickstarter programs over the years.
   * Charts and graphs of the by month, quarter and year may identify months or seasons in which campaigns are most or least successful.
   * After an explanation and better understanding of the data in the “staff\_pick” and “Spotlight” columns, other opportunities may emerge.
   * The “whisker” and plot graphs that we covered in the subsequent classes to identify outliers would have been great.
   * Define for our purposes the criteria for “outlier” and then running the