Excel Homework: Kickstart My Chart

Nic Pittman

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. The background to this report tells us that: “*Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.”*

The data for these projects are just over 1/2 successful at 53% with only around 37% failures, indicating a higher positive trend than seen in previous reports. In the chart below (found on Sheet2 in the submitted Excel Starterbook), these successes and failures are broken down into categories that would likely influence the backers on what type of projects they would want to invest in.

1. Taking a look at the number of backers the successful projects had vs what the failed projects had, shows a drastic (and obvious) advantage in the outcome. In the charts below you can see the breakdown of how many more backers there are on the successful projects than the failed ones. Concluding that the more backers a project has will have a higher likelihood of success to fail ratio.

|  |  |
| --- | --- |
| **Row Labels** | **Average/Mean of Backers** |
| failed | 18 |
| successful | 194 |
|  |  |

1. In the charts below (found on Sheet4 of the submitted Excel Starterbook) you can see that from around May to December we are trending fairly consistently lower in the number of successful projects. There aren’t any significant changes in the total amount of projects taking place except for maybe in December with only 252 resulting in the failed projects outnumbering the successful projects for the 1st time.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 182 | 149 | 34 | 365 |
| Feb | 202 | 106 | 27 | 335 |
| Mar | 180 | 108 | 28 | 316 |
| Apr | 192 | 102 | 27 | 321 |
| May | 234 | 126 | 26 | 386 |
| Jun | 211 | 147 | 27 | 385 |
| Jul | 194 | 150 | 43 | 387 |
| Aug | 166 | 134 | 33 | 333 |
| Sep | 147 | 127 | 24 | 298 |
| Oct | 183 | 149 | 20 | 352 |
| Nov | 183 | 114 | 37 | 334 |
| Dec | 111 | 118 | 23 | 252 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

**2. What are some limitations of this dataset?**

* I am sure there are a lot of limitations with this dataset that I cannot think of yet, being so new to all of this. However, I did feel limited when I was looking for the trend with the downturn in successful cases over time. I felt additional data could have helped me there.
* What does the “Spotlight” represent?
* What does the “Staff Pick” represent?

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

* I added a Pie Chart above on conclusion number 2 to show the Average number of backers the successful projects had vs the average number of backers the failed projects had.
* The majority of projects that are “True” under the “Spotlight” category were successful and most of the failed projects are under the “False”. A simple chart and analysis of this could be useful depending on what that data represents.