Excel Challenge: June 8th, 2020

Excel Homework: Kickstart My Chart

Valerie Popovich

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  | **FIGURE 1** |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| film & video | 300 | 180 | 40 |  | 520 |
| food | 34 | 140 | 20 | 6 | 200 |
| games | 80 | 140 |  |  | 220 |
| journalism |  |  | 24 |  | 24 |
| music | 540 | 120 | 20 | 20 | 700 |
| photography | 103 | 117 |  |  | 220 |
| publishing | 80 | 127 | 30 |  | 237 |
| technology | 209 | 213 | 178 |  | 600 |
| theater | 839 | 493 | 37 | 24 | 1393 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

**CHART 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Category | (All) |  | **FIGURE 2** |  |  |
|  |  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

**CHART 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | (All) |  | **FIGURE 3** |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **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** |

**CHART 3**

# **Three Conclusions About Kickstarter Campaigns**

The first and most obvious conclusion about the data provided shows that theater and plays are predominantly successful (Figure 1 & 2). This data could suggest that anyone looking to get their play backed might have higher success using this crowdfunding platform. The second most obvious conclusion shows that December has the least amount of successful campaigns and that May has the most amount of successful campaigns (Figure 3). That data could potentially persuade campaigners to consider creating a campaign in months like May or June. On the other hand, the months of February, March, and April also show the least amount of failed campaigns. The third conclusion shows that journalism has no successful or failed campaigns, only canceled campaigns (Figure 1). In fact, food campaigns have the lowest amount with 2% of the successful campaigns and 9% of failed campaigns.

# **Limitations of this Dataset**

One limitation of this dataset is that it does not show how successful or unsuccessful the actual project becomes. For example, if it is a theatre play how successful were ticket sales or reviews? Another limitation is that the length of the campaign is not compared to the success or failure rate. Perhaps the data would show a correlation between the average length of the campaign to the success or failure rate. An additional limitation is that the style or genre of a category or sub-category is not listed, so that limits identifying the if backers are swayed by a particular style or genre. One last noted limitation is that there is no information on the backers to perhaps recognize what type of backers are pledging money and to what type of campaigns.

**Some Possible Tables or Charts to Create**

As suggested in the previous paragraph it would be interesting to create a table that could identify whether the length of the campaign correlates to the success of the campaign. Another possible table or chart would be to show how the staff picks compare to the success and failure rate of the campaign. Another table or chart could show the country or currency as it correlates to the success and failure rates.

**Bonus Analysis**

I believe the mean summarizes the data more meaningfully. The median comes in much lower than the mean which in my opinion does not reflect the true average number of backers. My data shows that successful campaigns have a higher variability which means the number of backers varies significantly. In some cases, a higher variability could suggest higher risk on the backers’ part, but it can also suggest that the reliability of the data is lower which does not make sense. My initial thought was that the data would indicate a clear reliability on why these campaigns were successful. My formulated data tells me that more variability suggests the reliability of the data is less likely.