**Richa Singh**

**Assignment 2 Excel**

**Date 08/04/2018**

**Unit 1 | Assignment - KickStart My Chart**

Q1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

**Answer**

Based on the pivot tables created in the attached excel the following conclusions can be drawn

1. Overall highest number of projects were submitted under the Category “Theatre” to raise funding followed by “Music” and “Technology”. The food category was used for the least number of projects. (Refer Chart “Category by State “ Pivot Table 1 in Excel)
2. For the subcategory analysis the category “Plays” had the highest number of projects, followed by “Rock” (Refer Chart “Sub Category by State “ Pivot Table 2 in Excel)
3. A trend analysis of the Category by months shows that there is a dip in the Successful projects between May and September and then again in November and December while there a rise between March and May. Failed projects show a rise between April and Jun and a decline between October and November followed by a rise in November and December. (Refer Chart “Count Category by State and Months “ Pivot Table 3 in Excel)

Q2. What are some of the limitations of this dataset?

**Answer**

The foremost limitation of the data is with regards to the data being a very small subset of the primary data set. These are only 4000 records out of the over 300,000 or more projects which represent around only 1% of the total data set. The selection criteria is not defined to ensure that there is no selection bias in the subset selected for analysis.

Conclusive analysis cannot be made without ensuring that the selection is truly representative of the entire data set.

Q.3 What are some other possible tables/graphs that we could create?

**Answer**

The following additional charts/ graphs can be created

1. Pie chart of the categories and sub categories separately, to visually represent the composition of the projects by category
2. Pie chart of the State to represent visually how many are successful, canceled, live, failed etc.
3. Scatter chart between the Funding and the projects state – these can be filtered by the state to see any relationship between funding and success and failure status of a project.
4. Bar chart of funding by country can show the funding success by countries
5. Bar chart of Average donation with the categories can help identify projects that have had the highest average funding.