**Report for Excel Homework**

**Shi Liu**

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1. **Three conclusions drawn from the Kickstarter campaigns.**

1A. As shown by the figure below (From Sheet “AllTineState”), the Kickstarter campaigns had a latent period from its start in 2009 to 2013 where total numbers of project remained low. The campaigns boomed from 2013 and peaked at 2015. Then it lost its vigor and quickly fall down.

1B. As shown in the table below (From Sheet (From Sheet “AllTineState”), there are about half project were successful and the other half were canceled or failed. At the end only 50 projects out of a total of 4114 projects remained alive.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| 2009 | 1 | 4 |  | 9 | 14 |
| 2010 | 1 | 15 |  | 49 | 65 |
| 2011 | 7 | 28 |  | 136 | 171 |
| 2012 | 6 | 60 |  | 216 | 282 |
| 2013 | 7 | 67 |  | 200 | 274 |
| 2014 | 80 | 422 |  | 474 | 976 |
| 2015 | 131 | 527 |  | 567 | 1225 |
| 2016 | 99 | 376 |  | 475 | 950 |
| 2017 | 17 | 31 | 50 | 59 | 157 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

1C. As shown in Table below (From Sheet CatTimeState), the levels of participation (as indicated by Grand Total) varied greatly between different sectors of society (as indicated by Categories). The participation from entertainment sectors such as Theater, music, film and video were very high as compared with other sectors such as journalism, food and photography and publishing.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **film & video** | **40** | **180** |  | **300** | **520** |
| 2009 |  | 2 |  | 2 | 4 |
| 2010 |  | 1 |  | 20 | 21 |
| 2011 |  | 7 |  | 41 | 48 |
| 2012 |  | 14 |  | 41 | 55 |
| 2013 |  | 18 |  | 35 | 53 |
| 2014 | 12 | 38 |  | 60 | 110 |
| 2015 | 17 | 64 |  | 58 | 139 |
| 2016 | 11 | 32 |  | 37 | 80 |
| 2017 |  | 4 |  | 6 | 10 |
| **food** | **20** | **140** | **6** | **34** | **200** |
| 2014 | 6 | 46 |  | 12 | 64 |
| 2015 | 8 | 62 |  | 7 | 77 |
| 2016 | 5 | 30 |  | 11 | 46 |
| 2017 | 1 | 2 | 6 | 4 | 13 |
| **games** |  | **140** |  | **80** | **220** |
| 2010 |  | 4 |  |  | 4 |
| 2011 |  | 6 |  | 1 | 7 |
| 2012 |  | 12 |  | 1 | 13 |
| 2013 |  | 15 |  | 8 | 23 |
| 2014 |  | 43 |  | 12 | 55 |
| 2015 |  | 24 |  | 19 | 43 |
| 2016 |  | 33 |  | 28 | 61 |
| 2017 |  | 3 |  | 11 | 14 |
| **journalism** | **24** |  |  |  | **24** |
| 2014 | 6 |  |  |  | 6 |
| 2015 | 8 |  |  |  | 8 |
| 2016 | 9 |  |  |  | 9 |
| 2017 | 1 |  |  |  | 1 |
| **music** | **20** | **120** | **20** | **540** | **700** |
| 2009 |  | 1 |  | 6 | 7 |
| 2010 |  | 9 |  | 21 | 30 |
| 2011 | 6 | 9 |  | 74 | 89 |
| 2012 | 4 | 19 |  | 136 | 159 |
| 2013 | 4 | 17 |  | 97 | 118 |
| 2014 | 4 | 22 |  | 76 | 102 |
| 2015 | 2 | 26 |  | 71 | 99 |
| 2016 |  | 16 |  | 52 | 68 |
| 2017 |  | 1 | 20 | 7 | 28 |
| **photography** |  | **117** |  | **103** | **220** |
| 2010 |  |  |  | 1 | 1 |
| 2014 |  | 45 |  | 16 | 61 |
| 2015 |  | 45 |  | 36 | 81 |
| 2016 |  | 25 |  | 40 | 65 |
| 2017 |  | 2 |  | 10 | 12 |
| **publishing** | **30** | **127** |  | **80** | **237** |
| 2009 | 1 | 1 |  |  | 2 |
| 2010 | 1 | 1 |  | 1 | 3 |
| 2011 | 1 | 6 |  | 11 | 18 |
| 2012 | 2 | 15 |  | 15 | 32 |
| 2013 | 3 | 16 |  | 21 | 40 |
| 2014 | 9 | 20 |  | 15 | 44 |
| 2015 | 6 | 38 |  | 11 | 55 |
| 2016 | 5 | 29 |  | 6 | 40 |
| 2017 | 2 | 1 |  |  | 3 |
| **technology** | **178** | **213** |  | **209** | **600** |
| 2009 |  |  |  | 1 | 1 |
| 2010 |  |  |  | 3 | 3 |
| 2011 |  |  |  | 5 | 5 |
| 2012 |  |  |  | 15 | 15 |
| 2013 |  | 1 |  | 28 | 29 |
| 2014 | 33 | 56 |  | 42 | 131 |
| 2015 | 78 | 66 |  | 61 | 205 |
| 2016 | 57 | 81 |  | 52 | 190 |
| 2017 | 10 | 9 |  | 2 | 21 |
| **theater** | **37** | **493** | **24** | **839** | **1393** |
| 2010 |  |  |  | 3 | 3 |
| 2011 |  |  |  | 4 | 4 |
| 2012 |  |  |  | 8 | 8 |
| 2013 |  |  |  | 11 | 11 |
| 2014 | 10 | 152 |  | 241 | 403 |
| 2015 | 12 | 202 |  | 304 | 518 |
| 2016 | 12 | 130 |  | 249 | 391 |
| 2017 | 3 | 9 | 24 | 19 | 55 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

1. **Some limitations about the dataset.**

The original dataset combined categories and sub-categories into one column and thus made it difficult for making category-based and/or sub-category-based analysis directly. Thus, a split of this column into two was required.

The original dataset also recorded dates in user-unfriendly format that required transformation in order to make these dates readable by human beings with common sense of time.

Some column headings in the original dataset are hard to understand. For example it is not known what “Staff\_pick” and “spotlight”. The “Data” has no unit.

1. **Other possible tables and/graphs to be created.**

A PivotTable could be derived from the original dataset to show the length of each project by counting the time period between launched-date and deadline, using their respectively transformed dates.

Then a further PivotTable showing the longest, the shortest and the averaged survival time of project in each Category and sub-category can be made.

PivotCharts based on above tables may be made.