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Week 1 – Excel Challenge

UCI Irvine – Data Analytic Bootcamp

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The first conclusion would be to refer to the Pivot table 1 – Category, this pivot table reflects the success of the theater category as it has well over 839 successful campaigns. The second most successful campaign category would be music. You can clearly see that theater is a remarkably successful launch into the various categories which leads to a more defined success in the sub-category.
   2. The second conclusion would be in the sub-category in Pivot table 2 – Sub-Category which gives us a look at the success rate of the plays that have the high amount of success with 694. When we break it down, we can see that plays are the most significant, even when we break it down by country. Just in the US alone we have over 412 successful play launch campaigns even with the lowest number of 7 successful launches of makerspaces. We can also see that even with all the various projects we can see that there were some that had a high expectation but unfortunately did not have a successful campaign whether it was concluded due to the currency of funds or the launch that did not have high expectations. One example of this could be that for all the launches in the various countries, some categories did not have any type of success rate with a 0% fund making it a category that was not popular within a specific sub-category or category such as science fiction or journalism.
   3. The third conclusion can be that we when we look at Pivot table 3 – Date Created, the pivot table is capturing the successful, failed, and canceled campaign launches. When we look at the successful months, we see a steady decline from May through September. We also see that May was the peak and the most successful launch. For the failed campaigns, we see that May through July were high but also was October. For the canceled campaign, we see that July was the highest canceled month for this trend when looking at the different months and years.
2. What are some limitations of this dataset?
   1. The limitations in this dataset would be the various categories and sub-categories. Since this dataset is a large quantity dataset, it could be hard to manage. When analyzing the data, it is important for us to look at creating a more meaningful way of analyzing the data by creating more focused like categories which could be easier to manage and filter through and provide a better analysis overall.
   2. Another possible limitation would be that there is no age of the people that are donating to these launches, this could possibly a good way to define the categories and sub-categories of which are successful vs. the ones that have failed.
3. What are some other possible tables and/or graphs that we could create?
   1. Some useful tables or graphs could show the significant of the average donations, or the percent funded over a period. Another one would be the to see the dates and average donations on those dates to see if there is any type of correlation.
   2. Another possibility would be to see the duration of the successful campaigns. It would be also interesting to see if there is any type of long-term success of the successful campaigns and if or when they become productive over a period.