**Categories**

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

**Sub-Categories**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Country | (All) |  |  |  |  |
| Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of statuses** | **Column Labels** |  |  |  |  |
| **Sub-Category & Status** | **canceled** | **failed** | **live** | **successful** | **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 | 20 | 120 |  |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware |  |  |  | 140 | 140 |
| indie rock |  | 20 |  | 140 | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces |  | 11 |  | 9 | 20 |
| metal |  |  |  | 20 | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 20 | 60 |  | 60 | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction |  |  |  | 60 | 60 |
| people |  | 20 |  |  | 20 |
| photobooks |  | 57 |  | 103 | 160 |
| places |  | 20 |  |  | 20 |
| plays |  | 353 | 19 | 694 | 1066 |
| pop |  |  |  | 40 | 40 |
| radio & podcasts |  |  |  | 20 | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock |  |  |  | 260 | 260 |
| science fiction | 40 |  |  |  | 40 |
| shorts |  |  |  | 60 | 60 |
| small batch |  |  | 6 | 34 | 40 |
| space exploration | 18 | 2 |  | 40 | 60 |
| spaces | 17 | 80 | 5 | 85 | 187 |
| tabletop games |  |  |  | 80 | 80 |
| **Count of statuses** | **Column Labels** |  |  |  |  |
| **Sub-Category & Status** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| television |  |  |  | 60 | 60 |
| translations | 10 | 47 |  |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 60 | 120 |  | 20 | 200 |
| web | 100 | 60 |  |  | 160 |
| world music | 20 |  |  |  | 20 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

**Dates**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category | (All) |  |  |  |  |
| Years | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Status by Date** | **Statuses** |  |  |  |  |
| **Dates** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| Jan | 34 | 149 | 2 | 182 | 367 |
| Feb | 27 | 106 | 18 | 202 | 353 |
| Mar | 28 | 108 | 30 | 180 | 346 |
| Apr | 27 | 102 |  | 192 | 321 |
| May | 26 | 126 |  | 234 | 386 |
| Jun | 27 | 147 |  | 211 | 385 |
| Jul | 43 | 150 |  | 194 | 387 |
| Aug | 33 | 134 |  | 166 | 333 |
| Sep | 24 | 127 |  | 147 | 298 |
| Oct | 20 | 149 |  | 183 | 352 |
| Nov | 37 | 114 |  | 183 | 334 |
| Dec | 23 | 118 |  | 111 | 252 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

Marius G. Clark

6/19/2021

GA Tech Data Visualization Boot Camp

Unit 1 – Excel Homework: Kickstart My Chart

Some conclusions that may be drawn from this dataset include that theater has the most kickstarter campaigns; however, music shows the greatest success ratio, (540:160), of all campaigns overall. As far as the time of year, the month of May has the highest number of successful kickstarter campaigns.

There are limitations in this dataset as well. These limitations include the fact that it is not known why some of these campaigns failed or were cancelled. Also, the fact that there are live campaigns means the data could still change. It would also be helpful to understand the qualifying criteria used to qualify for a kickstarter campaign. It would be helpful to better understand the source of the data to determine these data’s integrity.

Additional tables and graphs to add to these conclusions might include Box and Whisker that would easily show outliers. In addition, a table to show the average duration of campaigns would be helpful as well as a table that would summarize the number of donations by country.

BONUS:

The mean of data from successful backers is approximately 194. The median of these data is 62. I would choose the median to better summarize these data because the mean is heavily influenced by outliers. If a histogram is applied to the pivot table of backers, we would be able to easily identify outliers and confidently use the median as the measure of central tendency.