

For this homework, we were tasked with analyzing a data set from Kickstarter, a crowdfunding tech start-up based out of San Francisco. We are supposed to manipulate existing data in the set, i.e. change Unix timestamps into an excel timestamp, split text into different fields, etc. We were then supposed to analyze the data set by creating different pivot tables and charts that further enhanced our understanding of the data.

The data set was given to us within our homework excel file. The data contains over four thousand rows of data and we actually added some additional columns into this set while completing the homework. The column headings have labels dealing with the status of the projects, the start date and end date of the campaign, the original goal, the amount pledged, the category of the campaign, etc.

There were some limitations with this data set of course. We do not know where the people that invested in the campaigns are from, what their net worth or background are, and the conversions of all the different types of currency that were used at that time and date just to name a few. I am also not sure if amount pledged equates to the project actually being funded. Does pledged mean the payment was actually submitted?

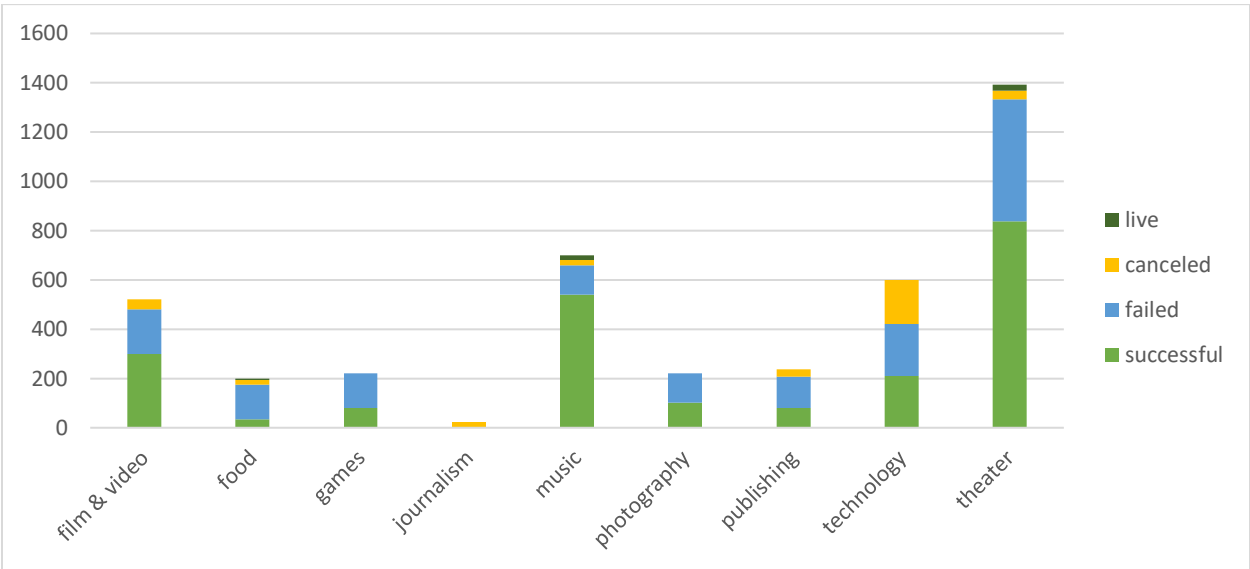
In the homework, we had to use excel functions to get to the data we needed. We had to filter, split, color code, create conditionals, and use pivot tables and charts with the data provided. For some of this homework, I had to research online to ensure my understanding and use of the calculations and formulas.

While working through the analysis, I noticed there were many categories and sub categories of data. Surprisingly, theater had the most success out of any other category. The sub category, plays, had the most success in its area as well. From my personal experience working in a VC crowdfunding tech company, I had no idea that theater and plays had the most success with funding (most of our placements had a minimum investment of five to ten thousand dollars). With that being said, the highest percent of success when it came to raising funds were campaigns trying to raise less than one thousand dollars (71% success). A close second in successful funding were those campaigns trying to reach one thousand to five thousand dollars (66% success).

If my sole priority were to have a successful campaign on Kickstarter, I would create a campaign based on a play. The best rate of successful funding was for those campaigns that had a goal of less than one thousand dollars so I would do my best to keep the goal under that. As far as the timing goes, I would have my campaign launch in May as that month had the highest amount of successful campaigns started.

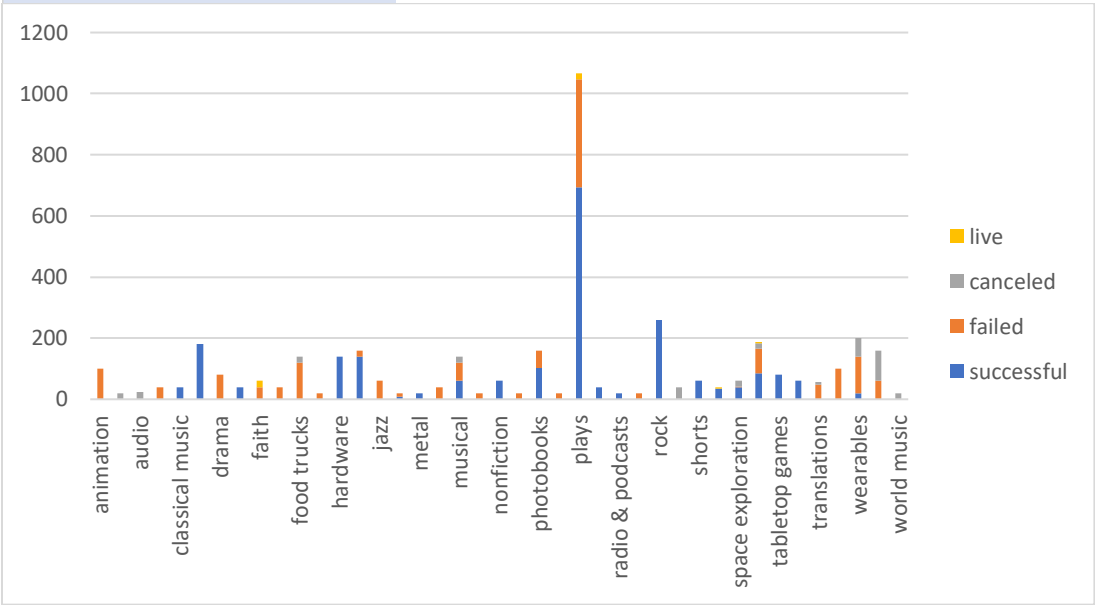
Pivot and Chart 1 – Category State Breakdown

Count of state	Column Labels				Grand Total
Row Labels	successful	failed	canceled	live	
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



Pivot and Chart 2 – Sub Category State Breakdown

Column Labels				
successful	failed	canceled	live	Grand Total
	100			100
		20		20
		24		24
	40			40
40				40
180				180
	80			80
40				40
	40	20		60
	40			40
	120	20		140
	20			20
140				140
140	20			160
	60			60
9	11			20
20				20
	40			40
60	60	20		140
	20			20
60				60
	20			20
103	57			160
	20			20
694	353		19	1066
40				40
20				20
	20			20
260				260
		40		40
60				60
34			6	40
40	2	18		60
85	80	17	5	187
80				80
60				60
	47	10		57
	100			100
20	120	60		200
	60	100		160
		20		20
2185	1530	349	50	4114



Pivot and Chart 3 – Months State Breakdown

Count of state	Column Labels			Grand Total
Row Labels	successful	failed	canceled	
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

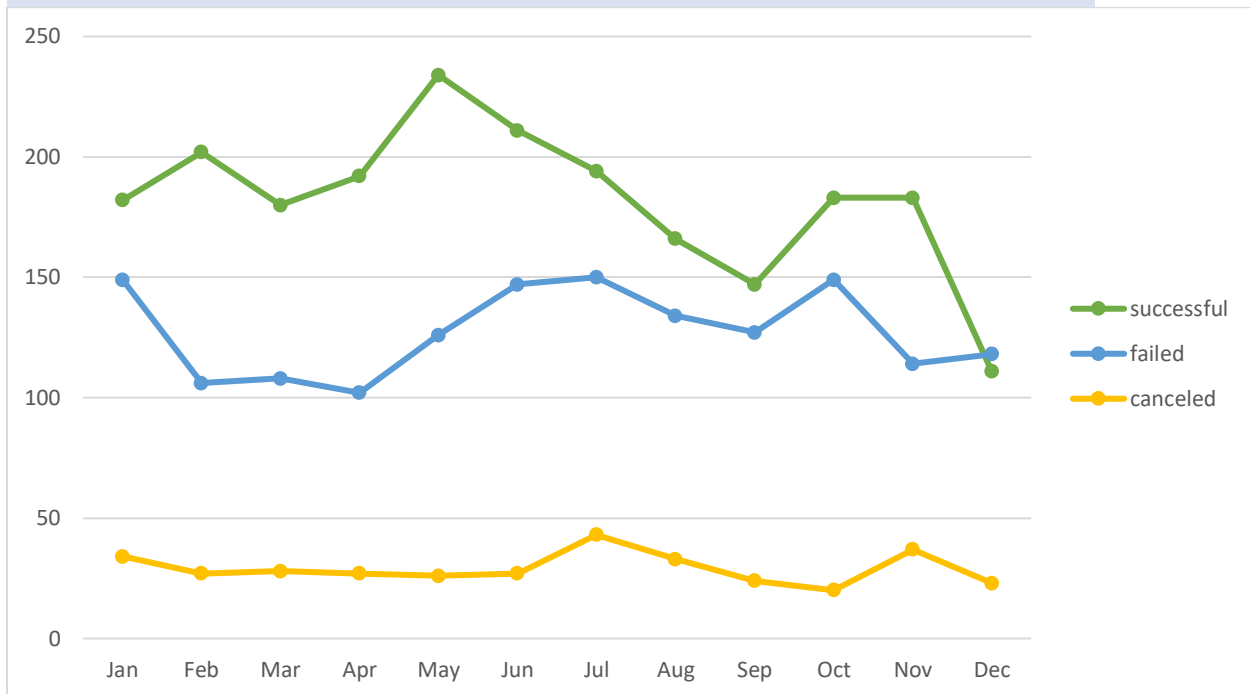


Chart 4 – Goal Amount Success Breakdown

