Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

From the pivot chart Number of Projects per Category we can observe that the category with most projects funded is “theater”, also we can observe that there are three subcategories under “theater” being one of them “plays” which is the one with the most numbers of projects funded among the three, this sub-category alone accounts for almost 77% of the total number of projects funded in the category ‘theater”. Also, from pivot chart Number of Projects per Subcategory we can observe that “plays” is the sub-category with the most numbers of project funded as well as the sub-category with the greatest number of projects that turned successful. Therefore, we can conclude that “plays” has a positive outcome when considering number of projects and success.

From the pivot chart Number of Projects per Category we can observe that all twenty four projects listed under the category “journalism” were cancelled, also, the Percent Funded, in other words the percentage of the money raised to achieve the campaign’s goal for 95% of the projects under this category were less than 1.5%, implying that the underfunding could be a cause of the failure of the projects under this category. This suggests that Kickstart is not best place to raised money for this specific type of project.

From the pivot chart Number of Projects per Category we can observe that “music” is the category with the second most numbers of projects funded in Kickstart as well as the category with the second greatest number of projects that turned successful. Also, from pivot chart Number of Projects per Subcategory, under the category music, there exists 8 subcategories from which 5 of them only have successful projects. Therefore, we can conclude that “music” is the category with most success.

1. What are some limitations of this dataset?

Would be useful to have a second table with the information of the backers, how many projects each baker contributed to and what project they contributed to.

The data is raw, outliers have to be identified first in order to make draw better insights from the data.

1. What are some other possible tables and/or graphs that we could create?

A scatter plot with the success and failure status vs percentage funded would help us understand if there exist a correlation between the success/failure of the project and the percentage funded, as well as type of correlation, and if it is significant or not.

A pivot table with the average donation per project and filter it by category, that way we could learn if the category has a correlation with the amount of donations. I would also create a stacked line chart to filter within categories.

An addition column with the duration of projects would be important to be able to create a pivot chart and a pivot chart to understand the relationship between the duration of the project and the status.

A pivot table and a scatter plot with the amount pledged and the status to understand if there is any issue with under or over estimation of the project

Bonus Statistical Analysis

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully

The mean of successful and failed project takes into account all the numbers of backers according to the status; however, we can see from the bar chart of both the successful and failed projects that there exist several outliers, making the value of the mean very high. In this case, taking into consideration that we have not treated the data the median, been the value that lays in the middle of an ordered set of numbers, summarizes the data more meaningfully.

1. Use your data determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The standard deviation for successful projects is 844.30 meaning that on average the number of backers per successful project is 844.30 away from the mean, compared to the standard deviation of the failed projects that is 61.42 meaning that on average the number of backer per failed project is 61.42 away from the mean, and so we can conclude that there is much less variability in the failed projects than successful projects.

It makes sense because more people are interested in investing in projects that look like they will be successful compared to project that have higher changes of failing, these do not attract as many backers.