Excel Challenge: Homework #1

According to the data:

1. Kickstarter campaigns are most likely to be plays. A quarter of the campaigns captured in the data were for plays. The second most populous subcategory were rock bands.
2. Music related campaigns were the most successful out of all the categories. Nearly 80% of music Kickstarter campaigns were categorized as successful.
3. Campaigns that were created in December were more likely to fail than to succeed. It is the only month where that is true.

One limitation of the dataset is that it does not show how the projects performed after the Kickstarter campaign is completed. Also, scrolling through the spreadsheet shows how data can be messy and not well formatted. I don’t think it affected the PivotTables and PivotCharts in the assignment, but it could limit the potential of other data analysis’.

Another analysis that could be visualized is how long a campaign takes. To do that, I would have to create another column in the Initial Data tab that calculates how many days have passed between the launch date and the deadline. Then, when creating the PivotTable, I would use that column as the value. I would use the data on state as the column of the table and the category/subcategory as the rows of the table. Using a bar chart would show us, on average, how long Kickstarter campaigns have to be funded. Filtering by categories and subcategories would reveal certain trends/correlations on how the type of project affects its funding.