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April 21st Excel Homework Report

**USE EXCEL WORKSHEET TO LOOK AT WHEN READING REPORT**

**Three Conclusions**

According to the results, I found that each category is tested for how successful each organization was from funding companies. Of the many organizations, the main categories were analyzed as theater and technology categories. There were 838 organizations that were successful and 493 that failed under the theatre category. Technology had different results with 212 organizations. It had the most cancellations amongst categories with 178 cancellations which could be an indicator of the success rate which was 35%. 212 organizations in the technology reached this field though. Others such as publishing, photography, music, journalism, games, food, film & video also took place. Journalism was the least successful category with only 1 out of 24 organizations chosen was successful in reaching their goal (other 23 were cancelled) which adds up to a 4.2% successful campaign rate. As a whole, the most successful organizations were under the theater at 60.2%, music at 77%, film & video at 57.6% (number of funding campaigns was also highest attempted amongst these categories). There seems to be an affinity to fund these three categories. The largest goals/organizations were also failed for the most part over $400,000 was either failed or cancelled that’s supported by the raw data instead of the pivot table.

**Limitations**

The limitations of this data include that we don’t know what the success rate or failure rate of the organizations that were cancelled or live. Also, we separated the category from sub-category. A limitation might be that there is no data about who is funding the project. You can’t use demographics to analyze the person running the fund. The deadline dates were not in a date format in column I and column J. So, you can’t calculate when they were previously tried, or when the deadline would be. There was no data dictionary to understand the other columns that weren’t used such as staff pick and spotlight.

**Tables**

A bar chart to compare values across categories would be one good way to compare different values like average, mode of most successful/failed/live/cancelled. A line chart could be used to show time of Kickstarter times based on the dates and where they campaign started. You can then sort these by how much money they targeted for their goal.