**Week 1-Excel Homework Report**

**Insights**

* Top successful projects Sub-Category wise:
  + Music
    - Rock
    - Pop
    - Metal
    - Electronic music
    - Classical music
  + Film and Video
    - Television
    - Shorts
    - Documentary
  + Games
    - Table top games
  + Publishing
    - Radio & Pod cast
    - Non-fiction
  + Theater
    - Hardware
* Most of the Backers are from US and GB and also for projects of Technology/Hardware and Theater/Plays.
* Journalism is totally cancelled project.
* If goal is low, there are high chances of having project successful.
* During May-June time frame, Project’s success rate is high.
* Spotlight helps in getting project successful.

**Summary**

From the given data, we can say that Technology/Hardware, Music/Rock and Theater/Plays are most successful projects in US, GB during May-June time frame and if launched with spotlight.

**Additional Chart**

* We can create pivot table with rows of category grouped by country, with column of state and with count of state value. By which we can list out the project success based on country.

Here we can see US and GB has high success ratio.

* We can create pivot chart with column of state with spotlight for each category. By which we can see that the projects having spotlight got success.

Shown in Excel with work sheet named “Spotlight”.

* We can create a table with backer count, with column of state for each category and sub category. By which we can see which category of project has more backer.
  + Technology - Hardware has highest backer with good success

Shown in Excel with work sheet named “With Backer”.

* We can create table with State, Category and staff\_pick. Based on which, we can see staff\_pick doesn’t have impact on project success.

Shown in Excel with work sheet named “Staff\_Pick”.

* We can create table with Category, Sub-Category as row, status as column with percentage funded. Shown in Excel with work sheet named “percentage funded”.

By which we can see the projects those are highly funded but got cancelled and failed. Technology/Wearable is an example of them.

Top funded projects:

* + Theater/Plays
  + Music/Rock
  + Technology/Hardware
  + Games/Tabletop Games (There is one outlier though)

**Limitation:**

* Here some projects got totally cancelled and failed. It may be due to Backer’s lack of interest or it may be due to the way project is launched? Data doesn’t contain this information. If we have data about backer’s interest and project owner’s experience level then it would be better to decide the reason behind that.
* Goal just includes the basic cost or it includes all the additional cost as well?
* Here if we are assuming that goal is also in the same currency of respective pledged. Then every goal will have different currency. So while calculating outcome based on goal, we need to convert goal to same currency and then we can find the relation of goal amount and success rate.