

Kickstarting with Excel

Module 1 Challenge

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Overview of Project

The purpose of this challenge was to help me build on the skills I have learned while implementing this knowledge into a data analysis. I begin to learn about Louise's play Fever and how it came close to her fundraising goal. Louise wants to know how other campaigns related and differed when looking at the launch date and funding goals. I began to analyze data to find the outcomes based on launch date. After I analyzed those results, I looked at the outcomes based on goals chart. This was a great assignment to be able to take my first data set and analyze it on my own.

Purpose

The purpose of this assignment was to analyze Louise's data of her campaign in relation to other campaigns. It is helpful to compare your data to others to see the relationships and differences. After you can analyze this data, you can dive deeper into the specific parts that you want to look at. You can then take these parts of data to see what may help your campaign or see how other campaigns did with certain strategies. The two specific areas that Louise wanted to analyze were the outcomes based on launch date and the outcomes based on goals chart.

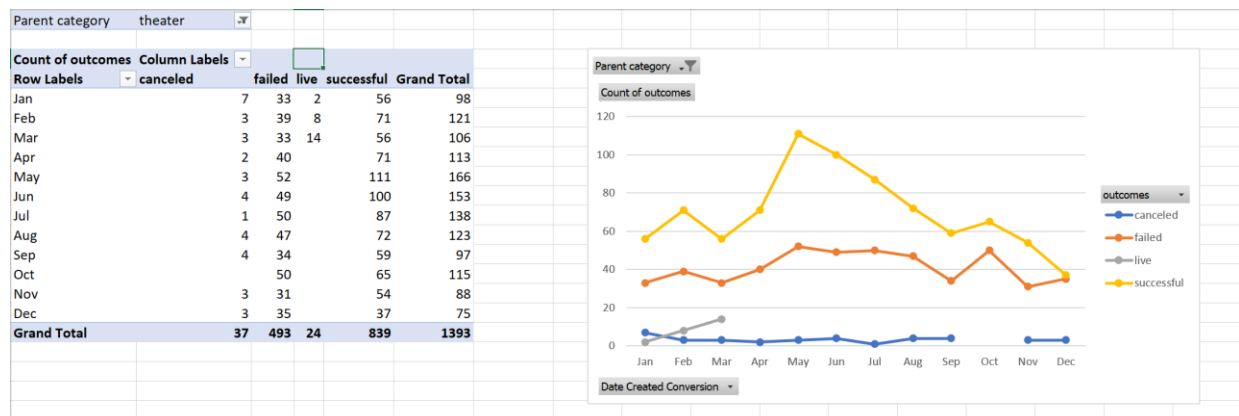
Analysis and Challenges

For this data analysis I found information for outcomes based on launch data chart and outcomes and outcomes based on goals chart. I used various coding strategies such as COUNTIFS, SUM, VLOOKUP, and making visualization charts. These coding strategies helped me compare data based off certain topics and amounts. It was helpful to be able to make visualization charts to see the data through a chart to have a comparison of how each data set may or may not relate to one another.

I had many challenges throughout this challenge. One challenge that I want to talk about is fully understanding the instructions. Sometimes I was reading each part of the challenge and assumed the directions meant something, when in reality if I looked closer into the directions, I missed an important statement. This was something that I did not do intentionally. I am happy that I quickly realized that I was doing this so that I knew I had to read the instructions slowly while also ensuring that I understand the directions that were being asked.

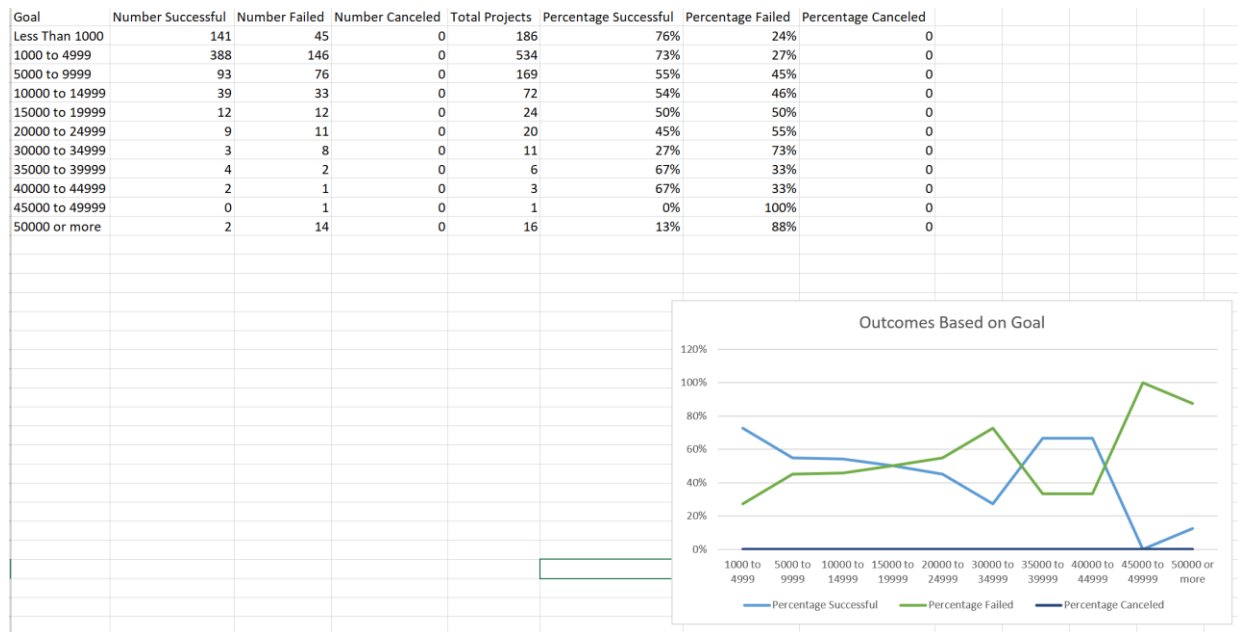
Analysis of Outcomes Based on Launch Date

For the outcomes based on launch date, you can see the data below. It is broken up into the parent category of theater. Then you can specifically see the results from each month whether the campaign was cancelled, failed, live, or successful. This data that is being represented is when a campaign was launched, and how successful it was after the launch date.



Analysis of Outcomes Based on Goals

When looking at the analysis of outcomes based on goals, you can see the percentage of successful is compared to the percentage failed and the percentage canceled. These three data points are compared further into the total number of projects compared to the percentage of failed, successful, or canceled. The goals of these outcomes are based from a variety of data points. The lowest data point is less than 1,000 and the highest data point is 50,000 or more.



Challenges and Difficulties Encountered

As I was preparing my data collection and visualization strategies, I was surrounded by many challenges and difficulties. At first, I thought I could begin without having to go back on my notes or modules that I have been working on. That was proven to be wrong instantly. I know that I have been practicing on my own in addition to class time, but this is not something that I will memorize overnight. After I knew I was being too hard on myself, I began to tell myself it was acceptable to go back to my notes to practice.

Another challenge that I had to overcome included trying to code something and getting an error or having my data differ compared to the answer key on the page. I told myself I wanted to first try to code on my own before looking at the hints and comparing data. If I got it on my own, that was amazing! However, this was not always the case. When I ran into an issue I began to take a step back to see the error that was made. This helped me check over my code while trying to ensure that I typed in everything correctly while analyzing the correct data.

I know that we are encouraged to use Google when we work, especially if we are trying to learn new techniques and strategies when coding. I used Google as a great resource but only

when I understood the code. Sometimes it took me a long amount of time to look at a code and be able to fully explain it back to myself.

I know that mindset is important, especially when learning something new. I tried to remain positive and calm throughout the challenge. I know that this was hard and was a challenge for me, but this mindset helped myself believe in myself to be able to complete this challenge.

Results

When I was analyzing data for outcomes based on launch date, I was looking at campaign outcomes that resulted in successful, failed, or canceled. I specifically looked at the parent category for theater while analyzing the months throughout the year. While looking at the relationship between the outcomes and launch month, you could see successful had the highest numbers while increasing at first but then decreasing towards the end of the year. The greatest amount of outcomes, for both successful and failed campaigns, occurred in the month of May. The months that both successful and failed campaigns had the lowest numbers included January, March, September, and December. You can take this data and see which month you might want to begin a campaign in comparison to some months you might want to avoid. This data was compared among the parent category of theater.

When I was analyzing data for the outcomes based on goal, you had to look at the data comparison of the amount of money earned compared to the amount of money that was the goal to make. For example, if a company made 10,000 dollars and their goal was 7,500, the company reached their goal. When looking at the percentage successful, they started at a higher percentage rate but then decreased to a lower percentage rate. When looking at the percentage failed they started at a low percentage rate and then moved to a high percentage rate. This

visualization chart was interesting to look at because the percentage successful and the percentage failed had data points that flipped from one another. The data point of the percentage canceled remained at 0% for the entire visualization chart.

Some limitations of this dataset include the amount of campaigns that are compared. There is a sufficient amount of comparable data, but this data set does not expand to any other data tools. This can easily be changed if this is a working document so that campaigns can be compared to be able to help you analyze how your personal campaign is doing.

When talking about how tables, graphs, and visualization tools, I think that there are many options through Excel. One graph that stood out to me was the 2D Bar Graph when comparing data for the outcomes based on launch date. When you do a chart like this, then you can specifically see the increase or decrease within each specific month. I attached an example of this below. I personally love visualization tools. These help people see how exactly the data is broken down and how it can be compared and contrasted easily.

