Excel Homework: Kickstart My Chart

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

* Kick starters tend to do better in the summer months and they were at an all time high in 2015.
* Music and theater are the most popular Kick Starter parent categories.
* “plays” is the biggest subcategory with the most amount of Kick Starters.
* The subcategories: television, tabletop games, small batch, shorts, rock, radio & podcasts, pop, nonfiction, metal, hardware, documentary, and classical music all have a 100% success rate according to data.

1. What are some limitations of this dataset?
   * + We don’t have the success rate of the Kickstarter presented. It would be good to know how much revenue was made based off how much money was pledged/given by the backers of the Kickstarter.
2. What are some other possible tables and/or graphs that we could create?
   * + **Stacked bar chart on subcategories to see the success/fail rate more easily**
     + **Stacked bar chart on parent categories to see the success and fail rate**
     + **Pivot table representing success rate based on country of origin with bar chart**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| AT |  | 2 | 1 | 3 | 6 |
| AU | 14 | 41 |  | 19 | 74 |
| BE |  | 1 |  | 1 | 2 |
| CA | 17 | 64 | 1 | 64 | 146 |
| CH | 3 | 2 |  | 1 | 6 |
| DE | 3 | 27 |  | 23 | 53 |
| DK | 4 | 6 |  | 4 | 14 |
| ES | 1 | 9 |  | 11 | 21 |
| FR | 5 | 10 | 2 | 10 | 27 |
| GB | 25 | 205 | 8 | 366 | 604 |
| IE | 2 | 4 | 1 | 8 | 15 |
| IT | 3 | 19 |  | 7 | 29 |
| LU |  |  |  | 2 | 2 |
| NL | 4 | 14 | 1 | 2 | 21 |
| NO |  | 5 |  | 2 | 7 |
| NZ | 4 | 5 |  | 3 | 12 |
| SE | 5 | 9 |  | 7 | 21 |
| SG |  |  |  | 1 | 1 |
| US | 257 | 1097 | 33 | 1651 | 3038 |
| **Grand Total** | **347** | **1520** | **47** | **2185** | **4099** |

* + - **Pivot table representing success and fail rate based on year**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **2009** | **1** | **4** |  | **9** | **14** |
| **2010** | **1** | **15** |  | **49** | **65** |
| **2011** | **7** | **28** |  | **136** | **171** |
| **2012** | **6** | **60** |  | **216** | **282** |
| **2013** | **7** | **67** |  | **200** | **274** |
| **2014** | **80** | **422** |  | **474** | **976** |
| **2015** | **131** | **527** |  | **567** | **1225** |
| **2016** | **99** | **376** |  | **475** | **950** |
| **2017** | **17** | **31** | **50** | **59** | **157** |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |