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Data Analysis with Excel

36% Complete

Last activity on December 30, 2020


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Summative Assessment – Kickstarter



Jimmy Wynen

August 23, 2020

☐ Quiz

☐ Materials

Welcome to the Data Analysis with Excel final assessment. Please read the instructions, then download the dataset and template. These resources can also be found in the materials tab. Click into the quiz to begin. Good luck!

Results

17 of 25 questions answered correctly

YOUR TIME:

00:03:33

Earned Point(s): 17 of 25, (68%)

1 Essay(s) Pending (Possible Point(s): 1)



Restart Quiz

View questions



Assessment



Quizzes

Participants 723



Darius S

Using the scenario given in the workbook, put the given problem into data terms (short answer question)

To find what factors lead to a successful kickstarter campaign based on the knowledge of: Project Name, Sub-Category, Category, date launched, deadline for goal, financial goal, amount pledged and number of backers.

Finding correlation between these factors will allow us to develop a model that can predict the success

This response will be reviewed and graded after submission.

Grading can be reviewed and adjusted.

Using the workbook and the 'Define' worksheet, select the **most relevant** questions for targeted analysis



Which main categories have a higher success rate?



WITH
YOU
WITH
ME



gary_smith



Aaron Harmer



AlanAndres



Aaron

☐ What is the sum of backers for each category?

☐ How many projects were cancelled?

☒ Which season or month has the highest rate of success?

☒ Which goal amounts have the highest chance of success?

☐ Which categories have the shortest average deadline?

Correct

What are the limitations of this dataset:

How many rows of data are available?
(not including column headings)

☒ 73579

☐ 73424

☐ 73580

☐ 5971

Correct



What are the limitations of the dataset:

What is the time period covered by this dataset? (Project launched date)

☐ 01/01/2012 – 31/12/2016

☐ 01/01/2016 – 15/06/2016

☒ 01/01/2012 – 06/12/2016

☐ 31/12/2011 – 31/12/2015

Correct

What is the name of the project with the highest pledged amount?

☐ Bloodstained: Ritual of the Night

☒ Pebble Time – Awesome Smartwatch, No Compromises

☐ Pebble: E-Paper Watch for iPhone and Android

☐ COOLEST COOLER: 21st Century Cooler that's Actually Cooler

☐ U-Dot Creative Space System



Correct

There is missing data in the main_category column. What would be the best way to deal with this?

☐ Insert a '-' in the blank fields

☐ Delete these rows of data

☒ Find the associated category that matches the main category to input the values

☐ Take a guess based off the name and category

Correct

There are missing values in the 'state' column. How could you deal with this?

☐ Insert a '-' in the blank fields

☐ Delete these rows of data

☐ Randomly determine the value from the list of values, using the % probability of each state

Compare goal amount with



- ☒ pledged amount – if pledged amount is greater than goal, then that project is successful

Correct

Is it possible to simplify the 'state' field?
How so?

- ☒ As we're looking to determine successful vs unsuccessful projects, delete the cancelled, live and suspended projects

- ☐ Re-classify cancelled or suspended projects as 'Failed', and any 'live' projects that haven't yet met their funding goal as 'Failed'.

- ☐ No, all states are equally important to the analysis

- ☐ No, you should never simplify values

Incorrect

Can you determine how long a project was live for? How so?



Yes – create a new column with `=([deadline]-`

- ☒ `[launched])` or `=DATE([deadline], [launched])`

Yes – manually count the

- ☐ days between launched date and deadline

Yes – create a new column

- ☐ with `=SUMIF([deadline] + [launched])`

No – there's no way of knowing.

Correct

How can you join the two datasets together? (Select all that apply)

- ☒ Use Excel Power Query to Append the tables together

- ☒ Use Excel Power Query to Merge Queries

- ☒ Use VLOOKUP

- ☒ Manually copy the data from the first sheet and insert it below the other table

There's no need to join the

☐

datasets together as you'll
analyse each table
separately

☒

Use INDEX/MATCH

Incorrect

In which year was the project with the
highest number of backers launched?

☐

2012

☐

2013

☐

2014

☒

2015

☐

2016

Incorrect

How many main categories have a
higher success rate than the average
success rate?

☐

1

☐

6

☒

7



☐ 8

☐ 12

Incorrect

Click and drag the below to create a pivot table that shows:

- The average number of backers for successful projects per main category that were launched in 2015, with main category in your rows

Sort elements


Filters

 Years

Columns

 state

Rows

 main_category

Values

 Average of backers

Correct



Based on your analysis of the timing of kickstarter projects, which month is the optimal month to launch your project?

☐ January

☐ March

☐ August

☒ October

☐ December

Correct

Create a new column in your dataset for the average pledge amount per backer.

Using this new column, what is the **Max** of average pledged per backer for successful projects in the 3D Printing Category?

☐ \$73.00

☐ \$497.63

☐ \$602.81

☒ \$2413.62

☐ \$44004.97



Correct

Of the following options, how many days should you set your project length for the optimal success?

☐ 21-25

☒ 26-30

☐ 31-35

☐ 36-40

Incorrect

Create a new column to show the **percentage** of the goal reached.

For **successful** projects, which category has the highest average of goal percentage?

☐ Chiptune

☐ Tabletop Games

☐ Playing Cards

☒ Typography

☐ Comics



Correct

Which **main category** had the highest *percentage increase* in **average pledged** amount from 2015 to 2016?

- ☐ Art
- ☐ Crafts
- ☐ Journalism
- ☒ Photography

Correct

For successful projects in the category of "Weaving", what is the average number of backers? (to 2 decimal places)

- ☐ 1.00
- ☐ 18.33
- ☒ 34.50
- ☐ 112.00
- ☐ 120.54

Incorrect



For projects in the category: Space Exploration;

Use Quartiles for the following questions. What is the IQR of Goal Amount?

☐ 12,500.00

☐ 15,000.00

☐ 23,070.25

☐ 55,075.25

☒ 76,926.25

☐ 96,524.25

Correct

For projects in the category: Space Exploration;

Use Quartiles for the following questions.

How many projects would be considered a **high outlier** on their goal amount?

☐ 3



☐ 9

☒ 11

☐ 23

☐ 31

Correct

For projects in the category: Space
Exploration;

For **pledged amount**

What is the percentage rank of project
ID 26843928 (Project name: SpaceVR:
Step into Space) ?

☐ 44%

☐ 56%

☐ 87%

☒ 96%

☐ 100%

Correct

The following visualisation represents
the success rate of different categories.



What's wrong with the below
visualisation?

☐ The bars are too thin

☒ The x-axis starts at 10% and
finishes at 30%, which is
misleading

☐ "Journalism" is missing for
some reason

☐ Nothing. It's absolutely
amazing

Correct

How could you improve the below
visualisation? (Select all that apply)

☐ Make the colour of "Design"
red

☒ Add a descriptive chart title

☒ Exclude any that are under
2000 count

☐ Sort A > Z



☒ Sort largest > smallest

☒ Include a legend

Incorrect

For this final question, upload your most interesting finding from the dataset using the template provided

See the assignment instructions for further information

Upload your answer to this question.

☐  Uploading
Summative+Assessment+template.docx

This response will be awarded full points automatically, but it can be reviewed and adjusted after submission.

Grading can be reviewed and adjusted.

