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Data Analysis with Excel

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QUIZ 2 OF 3

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)

4 Topics

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View questions

Assessment

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<u>Summative Assessment – ...</u>

Course Feedback

Quizzes

Data Analysis with Excel |...

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?





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)

- 0 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 categorythat 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 ioin the



	datasets together as you'll analyse each table separately
	Use INDEX/MATCH
	Incorrect
	ich year was the project with the est number of backers launched?
	2012
	2013
	2014
	2015
	2016
	Incorrect
nighe	many main categories have a er success rate than the average ess rate?
	1
	6
	7



/			

8

O 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	Ⅲ Years	
Column	S III state	
Rows	Ⅲ main_category	
Values	Average of backers	

Correct



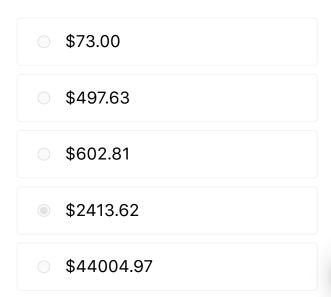
Based on your analysis of the timing of kickstarter projects, which month is the optimal month to launch your project?

January	
March	
August	
October	
December	r

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?





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



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)

- 1.0018.3334.50112.00
 - 120.54



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
	rojects in the category: Space ration;
For pl	edged amount
ID 268	is the percentage rank of project 843928 (Project name: SpaceVR: nto Space) ?
	44%
	56%
	56% 87%
	87%

Correct

The following visualisation represents the success rate of different categories.



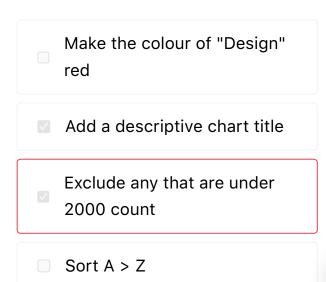


What's wrong with the below visualisation?

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)





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.
This response will be awarded full points

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

Grading can be reviewed and adjusted.