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GT Data BootCamp

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Excel Challenge-Kickstart My Chart Write Up Report

1. Given the data provided, we could conclude that category Film & Video, Music and Theater have the most success rate. On the other hand, Food and Games have a high failure rate. By looking at the sub-category, we could tell by looking at the graph that play has a high successful rate. However, that is because there are a lot of campaigns for play. If we look closer to the data and the graph, we could conclude that, rock and documentary both have a 100% successful rate. One other conclusion that we could make based on the graphs and data was that projects that launch at May has the highest successful rate, and the rate drops when projects launch toward the end of the year. This could happen because people or companies will have less budget to fund these projects toward the end of the year. December seemed to have a lower successful rate; it was also because there were less projects launching at December. One last conclusion that we could make base of the data was that category Technology was almost having a 50% successful rate and a 50% failure rate. This could be happening because the category was very broad. Space Exploration successful rate was a lot higher than Wearable. This could be because people are more interested in the Space than technology wearable.
2. One of the limitations of this dataset was that it was only coming from one crowdfunding service website, Kickstarter. Maybe funders from Kickstarter were more interested in music and films than food. By looking at only one funding service data will not give use a whole accurate picture of what the trend is at this time and what people are interested in.
3. Some other possible tables and graphs that we could create will analyze by country instead of just the counts of the states of successful or failure. We could get result of which regions are more likely to use Kickstarter and end up funding successfully. A pie chart could easily show us the results on which region would have a higher successful rate. One other graph that we could create was the relationship between successful rate or failure rate and spotlight. Whether having spotlight will increase the rate of successful? We could create a scatter plot to analyze the correlation between those two variables.

Bonus

1. Since outliers are included in the data, median are more meaningful than mean. For example, because of the outliers, the mean of the successful rate increases significantly. The median of the successful rate is 62 while the mean is around 194. Mean would be more meaningful in this data if we excluded the outliers in the data.
2. Successful has more variability than unsuccessful campaign. We could conclude that by looking at the standard deviation and variance of both stats. This makes sense because in order to success, projects need to meet its goal. If there are more backers for that project, the chance of successful will be higher. And more backers mean more people are interested in the projects. Projects that are unsuccessful usually will have less backers.