UCI Data Analysis Bootcamp Homework 1 (Excel)

1. 3 conclusions, one from each pivot:
2. In number of campaigns, there were 3 that dominated in terms of number of campaigns, Theater, Film & Video and Music. However, Technology and Publishing both had the highest success/fail ratio, at about 2/3 success rate, higher than the 3 more popular categories.
3. The sub-category chart shows that Plays, by a large margin, had the most campaigns. Filtering by country, we can see that the US chart is almost identical to all countries combined, indicating that vast majority of all campaigns (76%) are US campaigns.
4. Early summer months were most successful, but August was strange, having both lowest successes and one of the highest failure rates during the year.
5. Limitations of the dataset

It is unclear what “Spotlight” reflects. Also, it looks at dollars or their equivalents in their respective countries. A conversion to a common currency may allow insight to size of campaigns, which may influence ease of being successful or not. Data also does not have insight into whether these campaigns are started by individuals, companies or organizations, which I think would be nice to know.

1. Other possible tables and graphs

As mentioned in 1b above, the crowdfunding campaigns were 76% in the US. That leaves only the remaining 24% for all 6 remaining countries. Could do a more straightforward chart of this, stats by country, and also create a chart that removes overall numbers of campaigns per country and shows successes, avg donations, etc as more of a “performance of the overall country” rather than have them compete with US.