# Excel Homework: Kickstart My Chart

## Background

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

\* Create a report in Microsoft Word and answer the following questions.

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. Among all parent categories, theaters had been utilized most frequently for fundraising with both highest successful and failed rates. Music contributed second to the successfulness of fundraising with relatively low failed rates. Food, games and journalism contributed minimum to the fundraising process.
3. Under theater category, plays haven been used most with relatively higher successful rates compared with other two sub-categories of musical and spaces. For the music category, rock and indie rock worked better than others.
4. Across the entire year, the amount of successful fundraising activities was more than failed and cancelled. The highest amount of successful fundraising activities were held in May, while December it was lower than the failed ones.
5. **What are some limitations of this dataset?**
6. The early years (e.g. 2009 and 2010) had very few activity types for fundraising. The comparison across year to determine the most effective activity could be biased.
7. Some countries (e.g. AT, BE, CH) had very few fundraising activities compared to other countries, thus the across country comparison (e.g percentage funded) would be biased
8. **What are some other possible tables and/or graphs that we could create?**
9. We can generate graphs for each county 1) investigate which activities contributed most yearly (column chart); 2) how they have changed across different years (line chart); 3) which activities achieved most and least percentage funded (column chart).
10. We can look into which activities becoming spotlight or which not each year and whether certain activity was popular across different years
11. We can look into the percentage funded per activity which had the same number of backers.

### Before You Begin

1. Create a new space for this project called `excel-challenge` in either DropBox or Google Drive. \*\*Do not add this homework to an existing space\*\*.

2. Store your excel workbooks in here and create a sharable link for submission.

## Instructions

Using the Excel table provided, modify and analyze the data of 4,000 past Kickstarter projects as you attempt to uncover some market trends.

\* Use conditional formatting to fill each cell in the `state` column with a different color, depending on whether the associated campaign was successful, failed, or canceled, or is currently live.

**Home->Conditional formatting->highlight cell rules->text contains “keyword”-> choose color**

**“Successful”-green; “failed” -red ; “canceled”-yellow; “live”-purple**

\* Create a new column O called `Percent Funded` that uses a formula to uncover how much money a campaign made to reach its initial goal.

**Select O2, input formula “=E2/D2”, formatting values to have no decimal, drag to row 411**5

\* Use conditional formatting to fill each cell in the `Percent Funded` column using a three-color scale. The scale should start at 0 and be a dark shade of red, transitioning to green at 100, and blue at 200.

**Select O2->Home->Conditional formatting->Color scale->More rules-> 3-color scale-> type as number, 0, Red-> type as number, 100, green-> type as number, 200, blue-> OK**

\* Create a new column P called `Average Donation` that uses a formula to uncover how much each backer for the project paid on average.

**Select O2, input formula “=E2/L2”, formatting values to have no decimal, drag to row 411**5

\* Create two new columns, one called `Category` at Q and another called `Sub-Category` at R, which use formulas to split the `Category and Sub-Category` column into two parts.

Code for Q: **=LEFT(N2, SEARCH("/", N2)-1)**, extend to all rows

Code for R**: =RIGHT(N2,LEN(N2)-SEARCH("/",N2))**,extend to all rows

\* Create a new sheet with a pivot table that will analyze your initial worksheet to count how many campaigns were successful, failed, canceled, or are currently live per \*\*category\*\*.

**Successful: 2185; failed: 1530; canceled: 349; live: 50**

\* Create a stacked column pivot chart that can be filtered by country based on the table you have created.

\* Create a new sheet with a pivot table that will analyze your initial sheet to count how many campaigns were successful, failed, or canceled, or are currently live per \*\*sub-category\*\*.

**Excel worksheet “sub-category”**

\* Create a stacked column pivot chart that can be filtered by country and parent-category based on the table you have created.

**Excel worksheet “parent-category”**

\* The dates stored within the `deadline` and `launched\_at` columns use Unix timestamps. Fortunately for us, [there is a formula](https://www.extendoffice.com/documents/excel/2473-excel-timestamp-to-date.html) that can be used to convert these timestamps to a normal date.

\* Create a new column named `Date Created Conversion` that will use [this formula](https://www.extendoffice.com/documents/excel/2473-excel-timestamp-to-date.html) to convert the data contained within `launched\_at` into Excel's date format.

\* Create a new column named `Date Ended Conversion` that will use [this formula](https://www.extendoffice.com/documents/excel/2473-excel-timestamp-to-date.html) to convert the data contained within `deadline` into Excel's date format.

\* Create a new sheet with a pivot table with a column of `state`, rows of `Date Created Conversion`, values based on the count of `state`, and filters based on `parent category` and `Years`.

\* Now create a pivot chart line graph that visualizes this new table.

**Excel worksheet “per year and subcategory”**

## Submission

\* To submit your homework, upload the solution and files to a GitHub repo, Dropbox, or Google Drive and submit the link to <https://bootcampspot.com/>.