



 **README.md** 6.66 KB

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.

Before You Begin

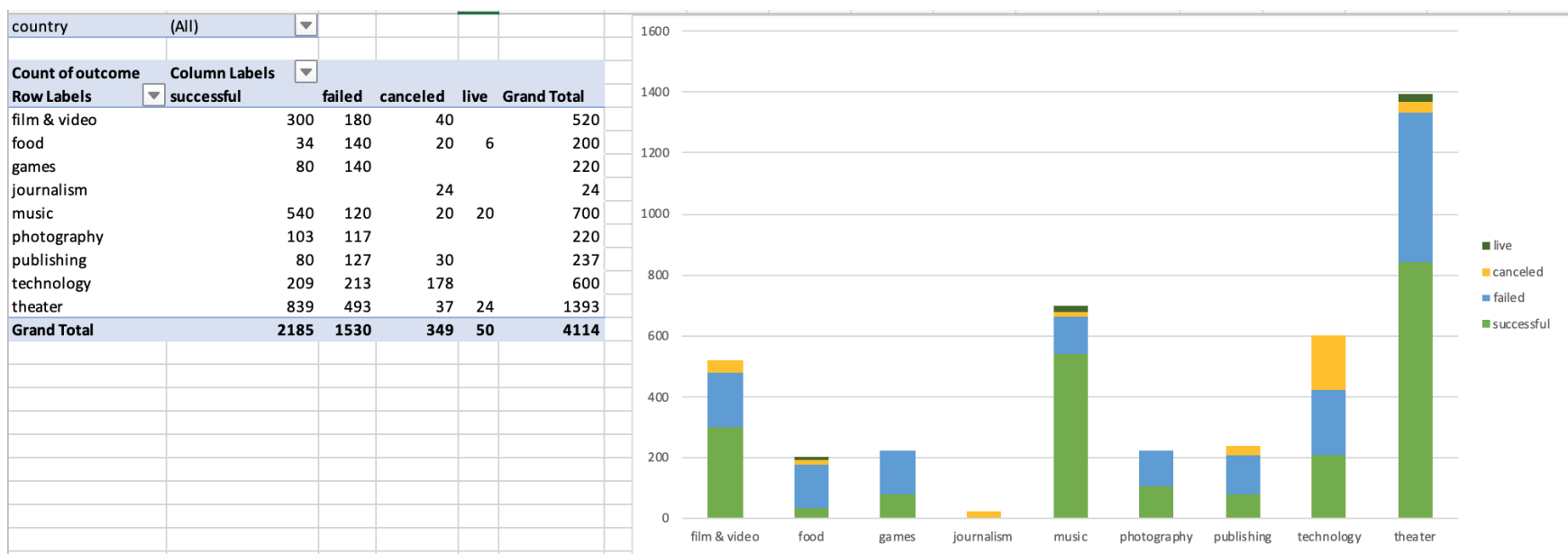
1. Create a new space for this project called **excel-challenge** in either DropBox or Google Drive. **Do not add this homework to an existing space.**
2. Store your excel workbooks in here and create a sharable link for submission.

Instructions

	name	title	gnd	shdgrd	status	double_publication	country	currency	currency_brief_code	deadline	benefit_dtl	exp_gnd	broken_count	average_payment	splitrate	Project Subtype	Open Content Convention	Date Based Convention	Category and Sub-Category	Parent Category	Sub-Category	
0	CHRS 2012 A new cinematic journey to Paris	In this new TV series "Paris" as visual artist conceptualizing, taking us down to the heart of the city and the lives of the citizens of the various corners of the city	\$	8,000.00	\$	51,833.00	successful	FRANCE	US	THUR	146762000	146931811	FRANCE	187	0	63.92	THUR	607053	733053	FR & video-broadcast	FR & video	television
1	Amorépolis for a new cinematic journey to Paris	A cinematic TV Series for Consumption and Education	\$	10,675.00	\$	54,633.00	successful	FRANCE	US	THUR	146948400	146937760	FRANCE	79	0	101.48	THUR	150707				
2	Charles Novecento e la Compagnia degli Uomini	Completion fund for post-production for series of films	\$	500.00	\$	50,120.00	successful	FRANCE	EUR	GBP	145555583	146548003	FRANCE	35	0	15.00	THUR	205564	205564	FR & video-broadcast	FR & video	television
3	Un'uscita in Compagnia degli Uomini	the actual production for "New Beginning" of this series. Starting in June through 1200 units will be most extensive literary characters, and of the world with the series. And the series will be a series of 1200 units	\$	10,000.00	\$	10,000.00	successful	FRANCE	US	THUR	146714163	146928210	FRANCE	130	0	82.27	THUR	78054	78054	FR & video-broadcast	FR & video	television
4	Early Minutes	the series will be a series of 1200 units	\$	44,000.00	\$	54,138.00	successful	FRANCE	US	THUR	145555579	146766278	FRANCE	284	0	108.95	THUR	116555	116555	FR & video-broadcast	FR & video	television
5	Very Minutes to be the NEXT series in the series	the series will be a series of 1200 units	\$	3,300.00	\$	4,200.00	successful	FRANCE	US	THUR	146977000	146963200	FRANCE	47	0	94.80	THUR	20326	20326	FR & video-broadcast	FR & video	television
6	POINT HIVE	The series "Point HIVE" will have a series of 1200 units	\$	8,000.00	\$	8,130.00	successful	FRANCE	US	THUR	146773100	146788420	FRANCE	38	0	108.92	THUR	607053	733053	FR & video-broadcast	FR & video	television
7	Five Film Production by 5 Film Old Army Works	the series will be a series of 1200 units	\$	9,000.00	\$	9,120.00	successful	FRANCE	US	THUR	146780807	146924087	FRANCE	54	0	108.88	THUR	582626				
8	Scoring the Motion Picture Style	the series will be a series of 1200 units	\$	3,300.00	\$	3,200.12	successful	FRANCE	US	THUR	146757400	146920212	FRANCE	12	0	201.79	THUR	48074				
9	The Academy Awards Show TV Film	the series will be a series of 1200 units	\$	100.00	\$	62.99	successful	FRANCE	US	THUR	146988044	146928044	FRANCE	20	0	35.00	THUR	607053	733053	FR & video-broadcast	FR & video	television
10	High Ending a new cinematic journey to Paris	Making a new cinematic journey to Paris	\$	1,000.00	\$	3,013.00	successful	FRANCE	US	THUR	146996079	146996079	FRANCE	19	0	108.48	THUR	507074				
11	2014 TEDx DC Video on Handshake	the series will be a series of 1200 units	\$	1,000.00	\$	6,010.00	successful	FRANCE	US	THUR	146788400	146912042	FRANCE	75	0	80.93	THUR	820168				
12	Forward Transfer (TV Film)	the series will be a series of 1200 units	\$	20,000.00	\$	49,480.00	successful	FRANCE	US	THUR	146747600	146924242	FRANCE	827	0	38.96	THUR	607053	733053	FR & video-broadcast	FR & video	television
13	Cartoon Series	A series series is being produced by various studios, and the series will be a series of 1200 units	\$	3,000.00	\$	5,000.00	successful	FRANCE	US	THUR	146712030	146938010	FRANCE	51	0	109.78	THUR	582626				
14	2014 TEDx DC Video on Handshake	A highly charged project will be a series of 1200 units	\$	4,000.00	\$	6,000.00	successful	FRANCE	EUR	USD	146722900	146931088	FRANCE	41	0	147.71	THUR	607053	733053	FR & video-broadcast	FR & video	television

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



- country (All)

Parent Category (All)

Count of outcome

Column Labels

Row Labels

successful	failed	canceled	live	Grand Total	
animation	100			100	
art books			20	20	
audio		24		24	
children's books	40			40	
classical music	40			40	
documentary	180			180	
drama	80			80	
electronic music	40			40	
faith	40		20	60	
fiction	40			40	
food trucks	120	20		140	
gadgets	20			20	
hardware	140			140	
indie rock	140	20		160	
jazz	60			60	
makerspaces	9	11		20	
metal	20			20	
mobile games	40			40	
musical	60	60	20	140	
nature	20			20	
nonfiction	60			60	
people	20			20	
photobooks	103	57		160	
places	20			20	
plays	694	353	19	1066	
pop	40			40	
radio & podcasts	20			20	
restaurants		20		20	
rock	260			260	
science fiction			40	40	
shorts	60			60	
small batch	34		6	40	
space exploration	40	2	18	60	
spaces	85	80	17	187	
tabletop games	80			80	
television	60			60	
translations		47	10	57	
video games		100		100	
wearables	20	120	60	200	
web		60	100	160	
world music			20	20	
Grand Total	2185	1530	349	50	4114

The chart displays the distribution of outcomes for various categories. The 'plays' category has the highest count, with over 1000 successful outcomes. Other categories with significant counts include 'documentary', 'animation', 'rock', 'musical', 'video games', 'wearables', 'web', 'photobooks', 'hardware', 'indie rock', 'drama', 'classical music', 'audio', 'children's books', 'art books', 'food trucks', 'gadgets', 'jazz', 'metal', 'makerspaces', 'mobile games', 'nature', 'nonfiction', 'people', 'places', 'pop', 'radio & podcasts', 'restaurants', 'science fiction', 'shorts', 'small batch', 'space exploration', 'tabletop games', 'television', 'translations', and 'world music'.

- | Parent Category | (All) | | | | |
|------------------|---------------|--------|----------|-------------|--|
| Years | (All) | | | | |
| Count of outcome | Column Labels | | | | |
| Row Labels | successful | failed | canceled | Grand Total | |
| Jan | 182 | 149 | 34 | 365 | |
| Feb | 202 | 106 | 27 | 335 | |
| Mar | 180 | 108 | 28 | 316 | |
| Apr | 192 | 102 | 27 | 321 | |
| May | 234 | 126 | 26 | 386 | |
| Jun | 211 | 147 | 27 | 385 | |
| Jul | 194 | 150 | 43 | 387 | |
| Aug | 166 | 134 | 33 | 333 | |
| Sep | 147 | 127 | 24 | 298 | |
| Oct | 183 | 149 | 20 | 352 | |
| Nov | 183 | 114 | 37 | 334 | |
| Dec | 111 | 118 | 23 | 252 | |
| Grand Total | 2185 | 1530 | 349 | 4064 | |

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- ## Bonus Statistical Analysis

For those looking for an additional challenge, you will evaluate the number of backers of successful and unsuccessful campaigns by creating **your own** summary statistics table.

- [ampcontent.com/The-Coding-Bootcamp/uncc-chacc-data-pt-06-2020-u-c/blob/master/02-Homework/01-Excel/Instructions/README.md#excel-homework-kickstart-my-chart](https://www.udacity.com/content/The-Coding-Bootcamp/uncc-chacc-data-pt-06-2020-u-c/blob/master/02-Homework/01-Excel/Instructions/README.md#excel-homework-kickstart-my-chart)

- The mean number of backers.
 - The median number of backers.
 - The minimum number of backers.
 - The maximum number of backers.
 - The variance of the number of backers.
 - The standard deviation of the number of backers.
- Use your data to determine whether the mean or the median summarizes the data more meaningfully.
 - Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

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/>.

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