01 – Excel Homework

Kickstart My Chart

**Kickstarter Campaign Conclusions**

1. Though the category of “Theatre” appears to be the most popular campaign to embark on, generally speaking, “Music” has the highest conversion of success.
2. “Journalism” campaigns are yet to demonstrate any level of success as all have so far been cancelled.
3. The most successful campaigns were launched between May and July.

**Limitations of the Dataset**

1. This data spread is over 8 years, and the charts and tables we have presented for this exercise don’t compare any trends year on year.
2. There are a number of different countries in our data. What generally may have been most successful overall does not necessarily indicate it would be successful in a particular region. Nor would the information be relevant. There are some blurbs that are not even in English.
3. If we were just looking at the Category data, it provides very general misleading information due to the outliers. This is skewing the data.
4. The scope of each project within these Sub-categories fluctuates. For example, you have some Rock bands pledging $1,000 to make 300 hard copy CDs while you have other Rock bands pledging $10,000 to kickstart an entire album.
5. The “Cancelled” and “Live” data are not transparent, while we are looking at something that has either been successful or not. There could be any number of reasons why something was cancelled. Live data also does not fall into these categories and therefore provides us minimal insight.
6. The scope of the goals versus pledged data has not been demonstrated. Some endeavours have been marvellously profitable, while other ventures have just made it over the line.

**Useful Tables/Graphs to Depict Other Data**

1. If we wanted to look into a particular category we could use Clustered Column Graphs – To demonstrate data between the Pledged and Goals, to relate the scope of the different goals also against the range at which they achieved them.
2. We could look at the Categories Success/Failure rate over the course of the years also with a Clustered Column
3. We could look at the Success/Failure rate in each of the regions via a Line graph with Markers to details trends in countries.

**BONUS**

Due to the outliers skewing the outcome information, the calculated mean provides less indication of the central tendency in this dataset. The median is providing us with a slightly more typical value.

The “successful” backers count data is more varied as there are more records. We can see this demonstrated in the Variance and Standard Deviation. If we calculate the mode, it is 27.

It makes sense that it is varied as in order to be successful in this dataset there must be a positive amount of backers. In the case of the failure data, there is more room for minimal to no backers which could dominate the data. This is demonstrated when the mode for the failure backers returns as 0.