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Data Analytics

**Kickstart My Chart**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Campaigns that are successful peak in May but valley in December. (source: pivottabledate)
* Theater and Music Kickstarter categories have high success rates, while Food and Games seem most likely to fail. (source: pivottablecat)
* Goals of less than 1000 currency have the highest success percentage. (source: pivottabledate)

1. What are some limitations of this dataset?

* Small amount of Kickstarter’s information (only around 4,000 while over 300,000 projects have launched).
* Kickstarters in the chart that are still “live” we do not have the complete data for i.e. completed funding amounts and final “state” status.

1. What are some other possible tables and/or graphs that we could create?

* Which countries have higher success or failure rates?
* Does the month of the year correlate with success and failure rates based on country.
* For Kickstarters that were funded before their original end date: were they successful because the amount requested for goal was low or high?
* Does the average donation amount have a correlation with goal amount or a correlation with the category/sub-category?

Questions:

I wanted to add the currency to the end of the Average Donation calculation by referencing the cell that had the currency type (ie USD or GBP) but when doing so, it ignored the cell formatting that rounded the number off to two decimals. So instead of it saying 64.85 it would say 64.85124567 USD.

Removing the text reference brought it back to 64.85. Why is this and is there a workaround? I tried using the ROUND fx inside the formula, cell formatting, and the original formula I attempted was =IFERROR(E2/L2,0)&" "&H2.

Manual attempt of entering “USD” via =IFERROR(E2/L2,0)&"USD" pulls same result, which leads me to believe this is an Excel issue and not resolvable.