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Excel Homework (Kickstart My Chart)

3/9/2020 Due 3/14/2020

U of M Data Boot Camp

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

* Campaigns started in December have the lowest percentage of success compared to the other months.
* Campaigns in the Music Category have a very high relative success percentage.
* In the United States, there are approximately 3 times the number of campaigns than the rest of the included countries combined.

1. What are some limitations of this Dataset?

* There is no data telling us what date the goal was reached.
* There is no definition of staff\_pick or spotlight.
* There are no demographics of the Backers.

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

* I created a custom combination graph with line and stacked bar. Showing the relationship between successful campaigns as a line compared to the total of failed and canceled campaigns as a stacked bar by month. This shows each Month and if there are more successful compared to failed and canceled combined. Visually easier to tell the story of different results from different months.
* Could create a table showing Sub-categories in the rows and state in the columns. Filter by Spotlight True or False and using count of State as value. Interesting that 100% of campaigns were successful when Spotlight was true across all sub-categories. And 0% were successful when Spotlight was False.