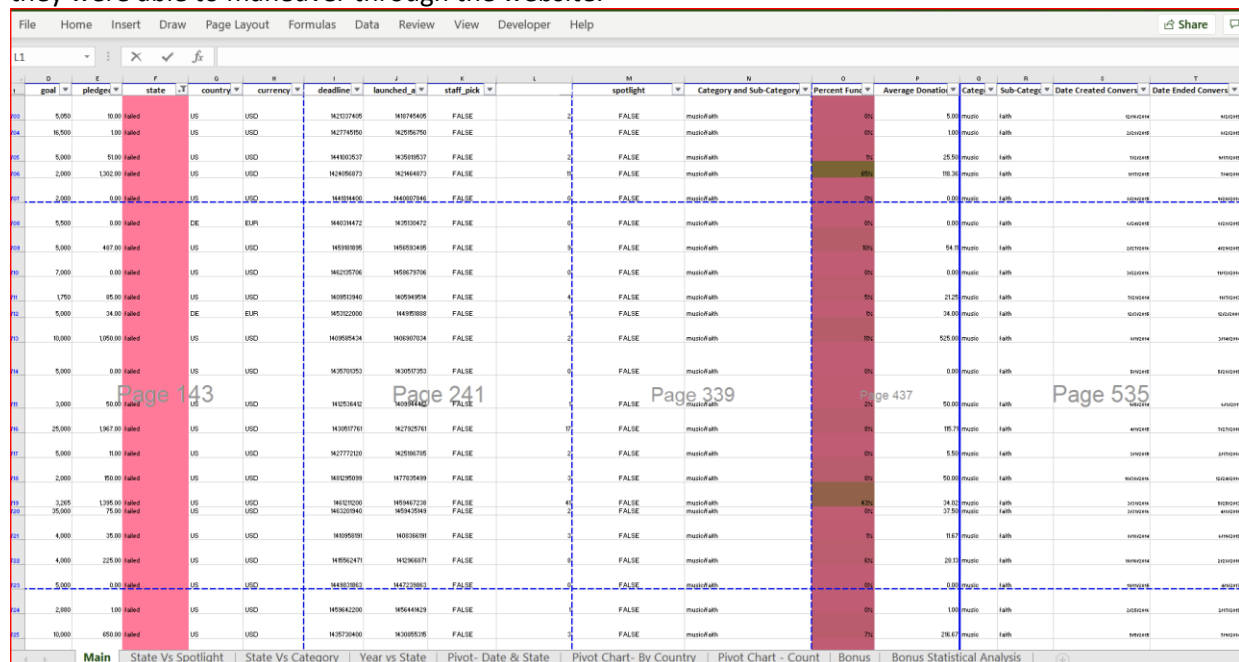


# Excel-Kickstart-My-Chart

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

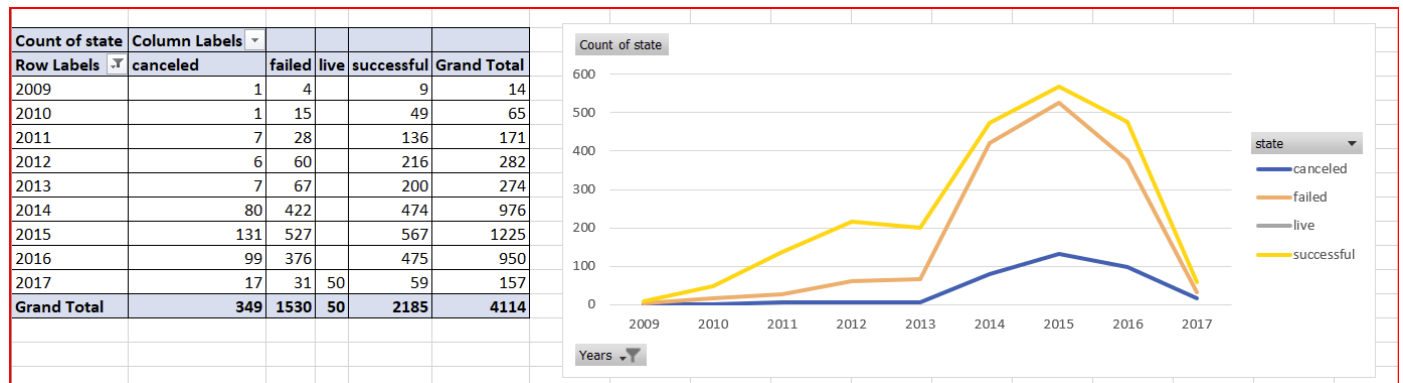
## Full Data

There are a few limitations with the data. It would be extremely helpful to see what competitors entered the market by year to determine how much of an effect that had in drop. Not having website traffic data is also limiting; daily traffic, the bounce rate and/or keyword strategy would be helpful in determining how easily a potential investor/entrepreneur is able to connect to website or how easily they were able to maneuver through the website.



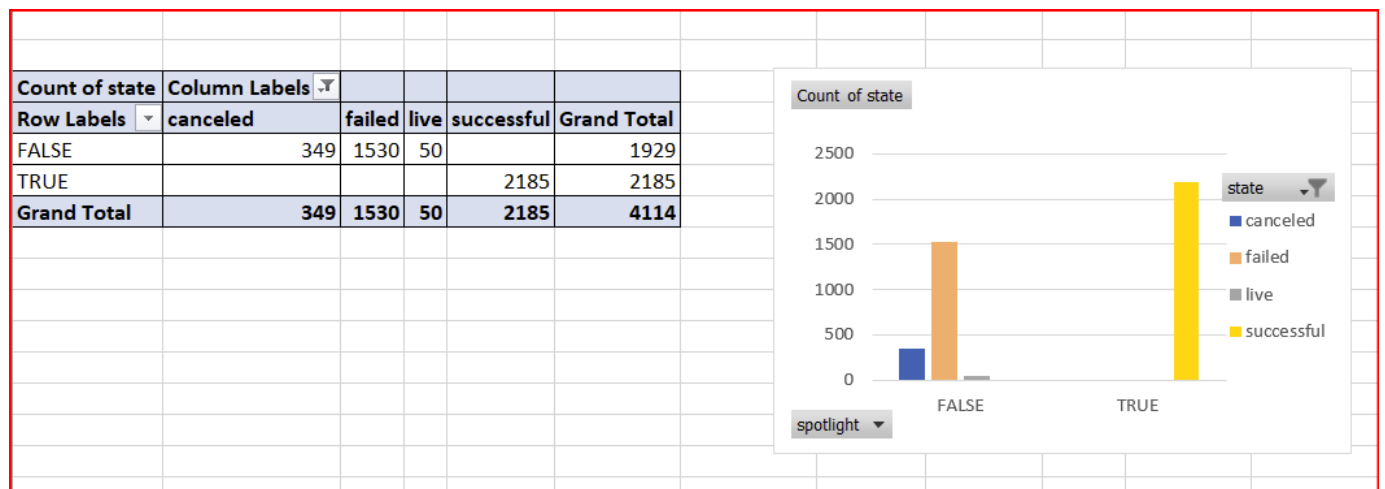
## Year Vs State

Creating a graph to look at Year vs State was helpful in creating a visual for overall success or loss throughout the years. The most concerning change observed is the huge drop in investments starting around 2016, which may be due to more competition entering the market. The 2nd most noticeable movement is the rise in failed campaigns starting in 2013, hitting peak in 2015, which is also the peak for success.



## Spotlight VS State

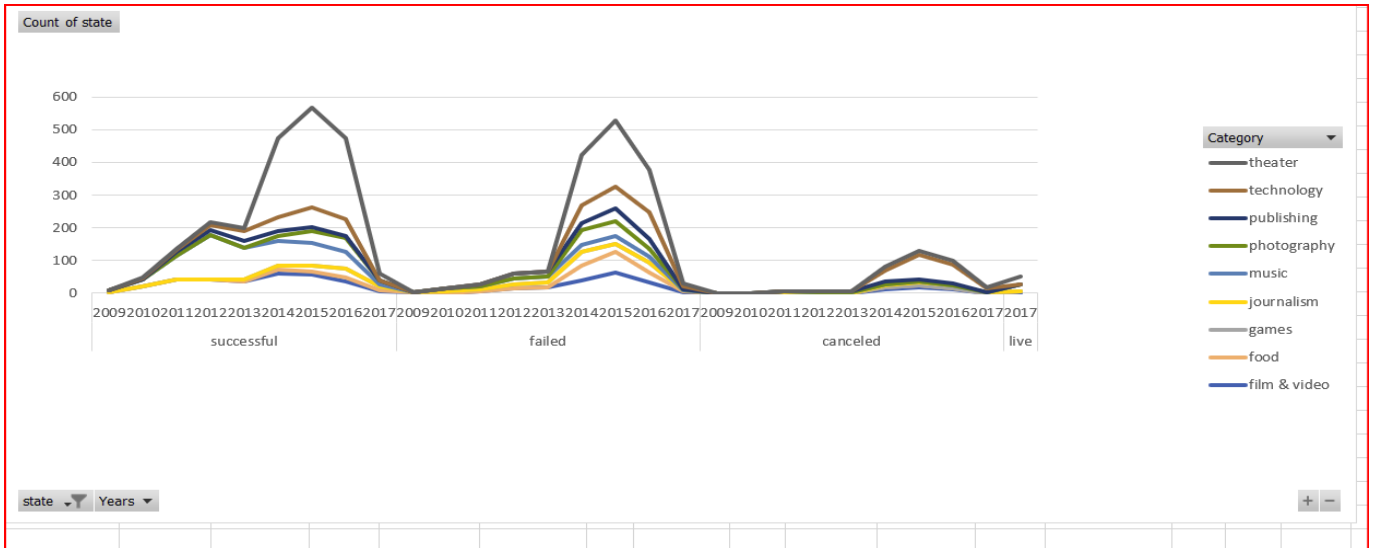
The # 1 deciding factor on success for any campaign seems to be dependent on whether they have a spotlight ad; staff pick did not seem to have a noticeable impact.



## Category Vs State

Creating a graph measuring each category's success, failure, and cancels by year, was helpful in determining which category was the most impactful at different moments.

Most noticeable - Theater, the most backed category, had a significant drop from 249 in 2016 to 19 campaigns in 2017. Theatre accounts for almost 50% of the success in 2016, 53% in 2015 and 50% in 2014.



country	(All)				
Count of state	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
film & video	40	180		300	520
food	20	140	6	34	200
games		140		80	220
journalism	24				24
music	20	120	20	540	700
photography		117		103	220
publishing	30	127		80	237
technology	178	213		209	600
theater	37	493	24	839	1393
Grand Total	349	1530	50	2185	4114

country

Count of state

state

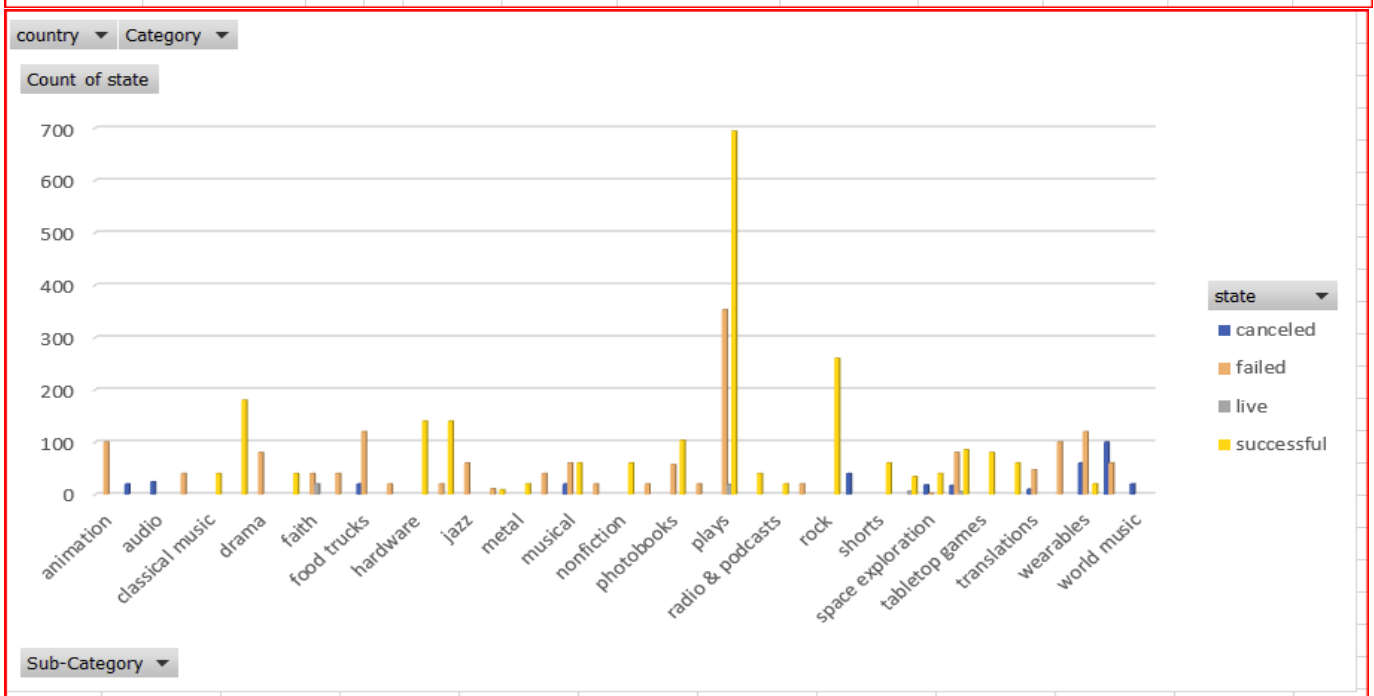
successful

live

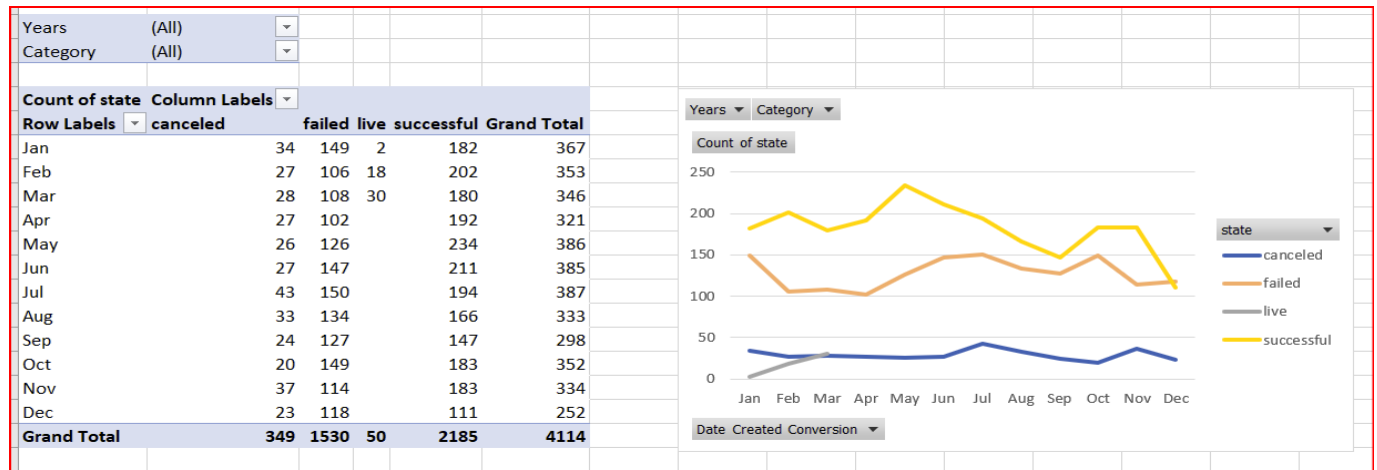
failed

canceled

Category



## Date & State



## Statistical Analysis

successful				failed		
MEAN	194			MEAN	18	
MEDIAN	62			MEDIAN	4	
MIN.	1			MIN.	0	
MAX	26457			MAX	1293	
VARIANCE	712841			VARIANCE	3773	
STANDARD DIV	844			STANDARD DIV	61	
1st STD	1039			1st STD	79	
2nd STD	1883			2nd STD	141	
3rd STD	2727			3rd STD	202	
<p>The number of backers for both successful and unsuccessful campaigns are not represented well with mean due to the dramatic variance in number of backers depending on campaign. The highest being 26,000 and lowest at 0 , therefore median is the best way to summarize the data more meaningfully. There are more variability with successful campaigns than unsuccessful campaigns. This makes sense since there are more backers for the successful campaigns.</p>						