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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. May is the best month of the year to start a Kickstarter campaign.
   2. Plays appear to be the most popular form of campaign/ fundraiser – maybe because they are entertainment
   3. When filtered by country, music is the most successful
2. What are some limitations of this dataset? The “why” of why projects were cancelled or failed is not answered. We looked at one variable in particular, money donated. From the data, we can gather that if a campaign/ fundraiser did not raise enough money it was cancelled or it “failed” to meet their goal. That said, we did not look at resources and advertising that certain fundraisers may have had that may have helped the campaign reach it’s goal (i.e. advertising, free advertising, more word-of-mouth, more popular in country, ect.). Additionally, we’re not able to tell if a goal was “out-of-reach” or “outlandish”.
3. What are some other possible tables and/or graphs that we could create? I created a new pivot tabled (sheet 7) that counted the number of backers per category with “state” as the column and “categories” as the rows. From this, I created a simple bar chart showing that technology had the most backers. I also created another pivot table (sheet 9) with “currency” as rows, and “categories” as columns, and counted the number of backers per currency in each category. I thought this data could uncover hidden trends within particular areas of the world where they use the same currency. We could have done more with the data that was “counted” within the pivot tables; for example, instead of “counting” the data we could’ve used the mean, max, min, or standard deviation function to draw more conclusions from the data set.

Spreadsheet key:

\* Create a new sheet with a pivot table that will analyze your initial worksheet to count how many campaigns were successful, failed, canceled, or are currently live per \*\*category\*\*. Sheet 3

  \* Create a stacked column pivot chart that can be filtered by country based on the table you have created.   Sheet 3

\* Create a new sheet with a pivot table that will analyze your initial sheet to count how many campaigns were successful, failed, or canceled, or are currently live per \*\*sub-category\*\*. Sheet 6

  \* Create a stacked column pivot chart that can be filtered by country and parent-category based on the table you have created. Sheet 6

Create a new sheet with a pivot table with a column of `state`, rows of `Date Created Conversion`, values based on the count of `state`, and filters based on `parent category` and `Years`. Sheet 5

  \* Now create a pivot chart line graph that visualizes this new table. Sheet 5