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Excel Challenge Homework

UPenn Data Anayltics Bootcamp

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**Questions pertaining to Kickstarter campaign data**

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

Conclusion

(1): Campaigns focused on the arts, ie Film & Video, Music and Theatre had the highest success rates of total entries in each of their respective categories

(2) Food and games have the highest failure rates. Food trucks in particular all had failed or cancelled campaigns.

(3) There is a tendency for campaigns to be successful if launched in the first half of the year, especially for launches in the 2nd quarter.

2. What are some limitations of this dataset?

1. (1) Needing to change formatting of the date fields – poor choice of data formatting
2. (2) A state subcategory would have been useful to further understand campaign outcomes
3. (3) Further deep dives into subcategory states is hindered due to the lengthy/non-formatted title and blurb fields. Additional subcategories would help further differentiate campaign states.

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

1. Pivot: % of state within each category and % of state of each category vs grand total
2. Pivot: % funding level vs state
3. Pivot: average number of backers per state per category
4. Line chart of funding per state per date launched