

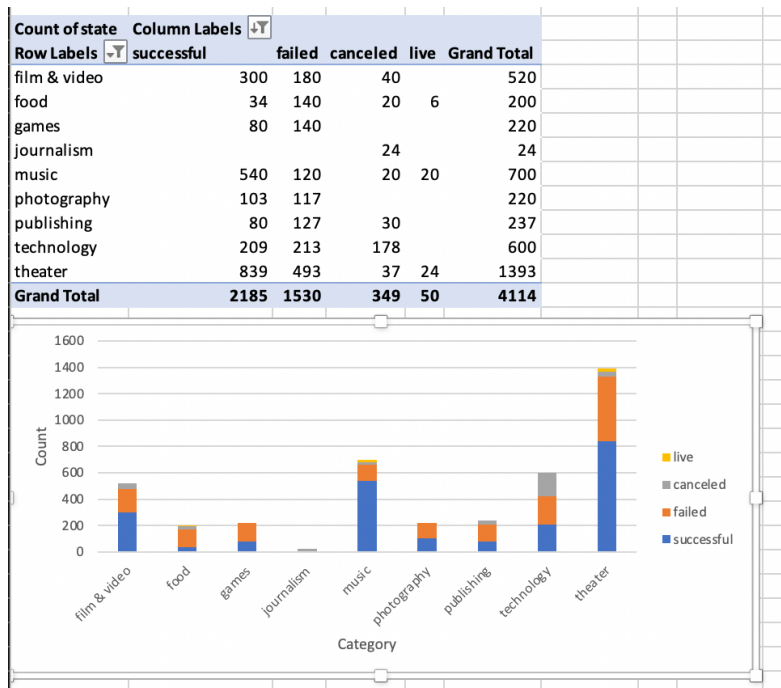
## Excel Homework

The purpose of this assignment was to sort data and analyze and insights that can be pulled from it. The workbook features data from Kickstarter, a crowdfunding service, and shows which projects have found success through it. Projects have been successful, canceled, failed, or live.

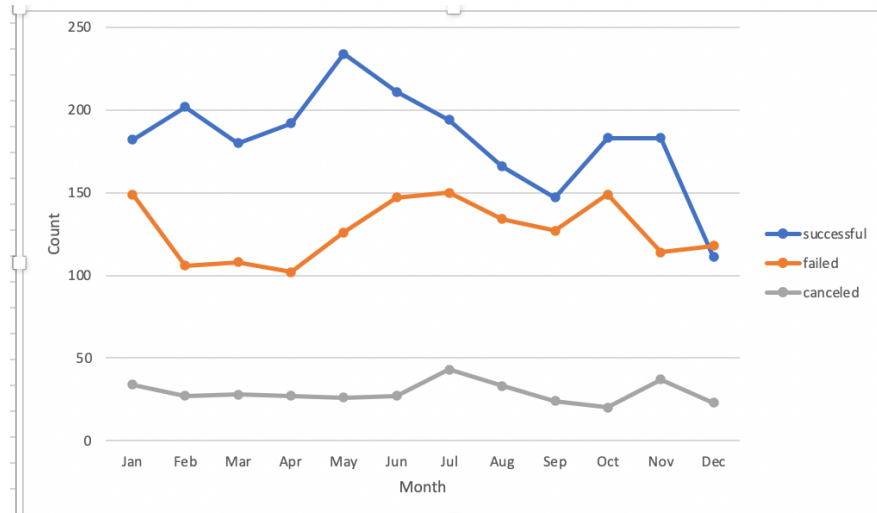
The workbook has over 4,000 projects so cleaning and organizing the data was essential. I used conditional formatting to color code what state each project was in. I also split the category and subcategory columns into their own columns to find specific insights. A 3-scale color scheme was also applied to percent funded. The deadline and launched at columns were then converted to a Unix timestamp to better understand the dates.

Creating pivot tables and pivot charts was an important step to analyze the data. I was made visuals based on different filters in the pivot table, such as sorting the data by country, month, category, and year. The color schemes done to clean the data also helped analyze it further.

Overall, the projects had a 53% success rate, with the music category having over 77% of its projects successful. On the other hand, journalism was the only category that was constantly canceled, thus with a success rate of 0%. This shows that music is a popular and is heavily funded while journalism is underfunded. This is also supported when filters are applied to the main data sheet.



Another finding was that the peak for successful projects was in May while, which could suggest that the start of summer is correlated to the state of successful projects.



The third observation was the higher the goal amount, the less likely people were to pledge to the project. For example, by filtering the raw data, projects with a goal amount of \$50,000 were pledged the money more than projects that wanted \$100,000.

Based on these three observations, recommendations can be made. First, journalism needs to be funded more for the success rate to rise. Every journalism project did not meet the goal amount needed, which caused the projects to get cancelled. The same goes for the web sub-category. Technology had a 34% success rate. The web category is definitely a reason for the low rate because all the web projects have been canceled or failed. Lastly, projects should be realistic with the amount of money they want. A higher goal amount is risky to ask for, and backers will not invest high amounts right away.

There were some limitations when evaluating this data. Most of the projects were from the US. More countries should be evaluated for a better analysis. Another limitation was that the data was pulled from 2009-2017. If one wishes to have broader insights, the year range needs to be expanded as well.

For future work, I could have created more pivot tables to see some more specifics. I could also do my own research on the data I'm analyzing to better understand the backstory. Another thing I could do is play around with different charts to see if any meaningful insights could be pulled.