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Homework 1: Starterbook

1. From the Category vs. State Count graph in the category chart sheet of the excel document, we can see that the music and theater category garnered the most success. From the sub-category chart, we can see that the plays are the most successful. If we filter the category to only theater, we can see that plays make up for a majority of the success. Also, we can filter through and look at only the music category from the sub-category chart and see that rock music was the most successful. For the date created vs. count of state graph in our fourth sheet, the category filter can again be used to look at the two most successful campaigns. From our most successful category, theater, we see that there is a peak in success for the campaigns launched in May but nearing the end of the year success has dipped. As for the music category, there is a much more noticeable success trend occurring. We are able to see a peak at May once again, but we do not observe a nearly as drastic dip, but again a small decline nearing the end of the year. From our graphs, we can conclude that from the categories, theater and music were the most successful campaigns for Kickstarter. We also see that from the sub-categories, plays make up for most of the theater campaigns’ success and rock makes up for a majority of music campaigns’ success. From our final chart, we see a noticeable peak at both categories at May. From this, we conclude that to have the most positive outcome, a play campaign should be started if under theater, and rock for music. From the trend from the last chart, we conclude that May would likely be the best time to launch a campaign.
2. We can see that there is high success for plays for theater. Some limitations for our data sheet and our pivot table include the success that is defined through how much money is needed. There are some outlier plays that require a high amount of pledge to be successful, but there are a lot of plays that did not require that high of a pledge to meet the goal. For peak at May trend observed from our created line graph, there is a noticeable peak at May. For almost every other category, recommending starting a campaign in May may or may not be beneficial at all, we are not able to see any trends in filtered graphs other than the two most successful, theater and music.
3. For our charts, with our bar graphs, we can easily compare between different groups. If we wanted to compare parts of a whole, we can create a pie chart and tell a different story. Similarly, we can change the line graph to an area graph to compare groups that are related.