Kickstarter Project focusing on Data Analysis and Visualization via Excel

Data Bootcamp – Homework-Excel

kimberly GORDON

2018

Contents

Summary

* + - Figure 1
    - Figure 2
    - Figure 3

Summary

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The three conclusions that we can make regarding the Kickstarter campaigns is that the team needs to review the purpose of the projects with the business to make sure that the information gathered and the approach used will help meet the business strategy.

Instead of cancelling the projects another approach is needed. For example, find a way to use the data in other areas instead of canceling the project midstream.

Finally, a roadmap is needed before other projects are started. The roadmap will help identify the projects that are really needed.

1. What are some of the limitations of this dataset?

The limitations of this data is based on the questions that were initially coined for the data collection. If the questions were more focused on technology, the user centric information was not captured. In other words, if the design choices were poor, the data will not yield the details needed for business decisions.

1. What are some of the other possible tables/graphs that can be created?

* Focus on key data per graph. For example, analyze all of the successful projects in one graph / chart.
* Add interactive visualizations which will allow answers to some questions immediately to the user
* Add more varied fonts and colors to emphasize certain outcomes and / or data information

Following, are the exercises that focused on key elements that can be used in Excel to analyze and present data to users. The complexity of the graphs is based on expert use of excel and clean presentation styles.

Figure - Exercise 1 – Indicates which campaigns were "successful," "failed," "cancelled," or are currently "live" per category in the Kickstarter project.

Figure 2- Exercise 2 – Indicates which projects in the sub=category that are "successful," "failed," "cancelled," or are currently "live" per sub-category. in the Kickstarter project.

Figure 3- Exercise 3 – Indicates the total projects that were successful, failed or cancelled per month in the campaigns that make up the Kickstarter project. .