**Kickstarting with Excel**

**Looking Ahead**

This module is a deep dive into Excel, a tool that can be used across all areas of life, from household budgeting to complex financial analysis. Learning the intricacies of Excel will draw on (and enhance) skills you may have already, like computer literacy, data literacy, and quantitative reasoning. Many of the advanced Excel features you'll learn in this module---including formulas, charts, and pivot tables---set the stage for the data visualization languages and tools you'll encounter later in this course. Using Excel in the context of data analytics will help you start to think about data differently. What is data? How does it tell a story? How can data be used to answer specific questions, as well as uncover trends and patterns? Starting today and throughout the rest of the course, you'll learn how to find answers to these questions.

**What You Will Learn**

By the end of this module, you should be able to:

Import data into a table for analysis.

Apply filters, conditional formatting, and formulas.

Generate and interpret pivot tables.

Calculate summary statistics such as measures of central tendency, standard deviation, and variance.

Characterize data to identify outliers in datasets.

Perform an Excel analysis with visualizations.

Interpret common Excel visualizations

**Planning Your Schedule**

Here's a quick look at the lessons and assignments you'll cover in this module. You can use the time estimates to help pace your learning and plan your schedule.

Introduction (15 minutes)

Lesson 1: Getting Started with Excel (15 minutes)

Lesson 2: Viewing the Data (1 hour 15 minutes)

Lesson 3: Using Pivot Tables and Pivot Charts (1 hour 30 minutes)

Lesson 4: Using Filters and Searches to Deepen Your Analysis (30 minutes)

Lesson 5: Applying Descriptive Statistics and Visualization (1 hour)

Lesson 6: Sharing Your Findings (30 minutes)

Application (5 hours)

**Kickstarting with Excel**

In this module, you’ll be helping an up-and-coming playwright, Louise, who wants to start a crowdfunding campaign to help fund her play, Fever. She’s estimating a budget over $10,000 and is understandably hesitant about jumping into her first fundraising campaign. So, she’s turned to you, an Excel power user, for help. Throughout this module, you’ll be using Excel to organize, sort, and analyze crowdfunding data to determine whether there are specific factors that make a project’s campaign successful. We’ll use their insights to help Louise plan her own and set it up for success. Using Excel to analyze current site data, we’ll help her gain a greater understanding of campaigns from start to finish, and we’ll be able to set her campaign to mirror other successful ones in the same category. Let’s help Louise kickstart her production.

**Challenge**

**Background**

Louise’s play Fever came close to its fundraising goal in a short amount of time. Now, she wants to know how different campaigns fared in relation to their launch dates and their funding goals. Using the Kickstarter dataset that you’ve already combed through, you’ll visualize campaign outcomes based on their launch dates and their funding goals. You’ll then submit a written report based on your analysis and the visualizations you create.

**What You're Creating**

This new assignment consists of two technical analysis deliverables and a written report to deliver your results. You will submit the following:

Deliverable 1: Outcomes Based on Launch Date Chart

Deliverable 2: Outcomes Based on Goals Chart

Deliverable 3: A written analysis of the results (README.md)