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Excel Homework – Kickstart My Chart

Three conclusions:

1. Music makes up the second most campaigns as well as an extremely high success rate relative to the other categories. Despite the overall success there are very few Music campaigns outside the United States.
2. Although Technology projects fail at a noticeably higher rate, the category continues to have YOY growth in total campaigns. My assumption is this is due to the outlier returns when these projects succeed to the highest level.
3. There’s an inverse correlation between success and failure when compared to the size of the goal. In general, success rates are highest when the goal is smallest. Projects with a goal of less than $10K have a more than 3X higher success rate than those seeking over $50K.

Limitations & Suggestions

* We only have partial year 2017 making it difficult to know if certain trends are continuing.
* We don’t know if this is all campaigns during these time periods. This could be just a sample of a larger set where we’d need to use different variance and standard deviation calcs.
* I’d suggest a pivot chart and table showing the relationship between the Average Donation and Categories/Sub-Categories. It would help paint a picture of *type* of donor.
* Another suggestion is a pivot chart and table comparing Goal and Year helping us visualize the trend of size of projects submitted over time. This would attempt to show behavior of the entrepreneurs submitting projects – and could be compared across Country and Category.