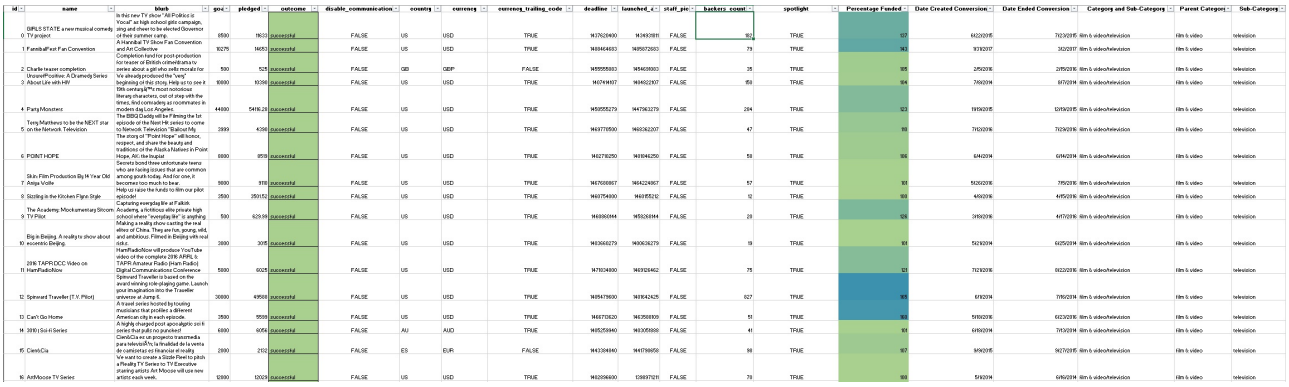
Unit 1 | Assignment - KickStart My Chart

Background

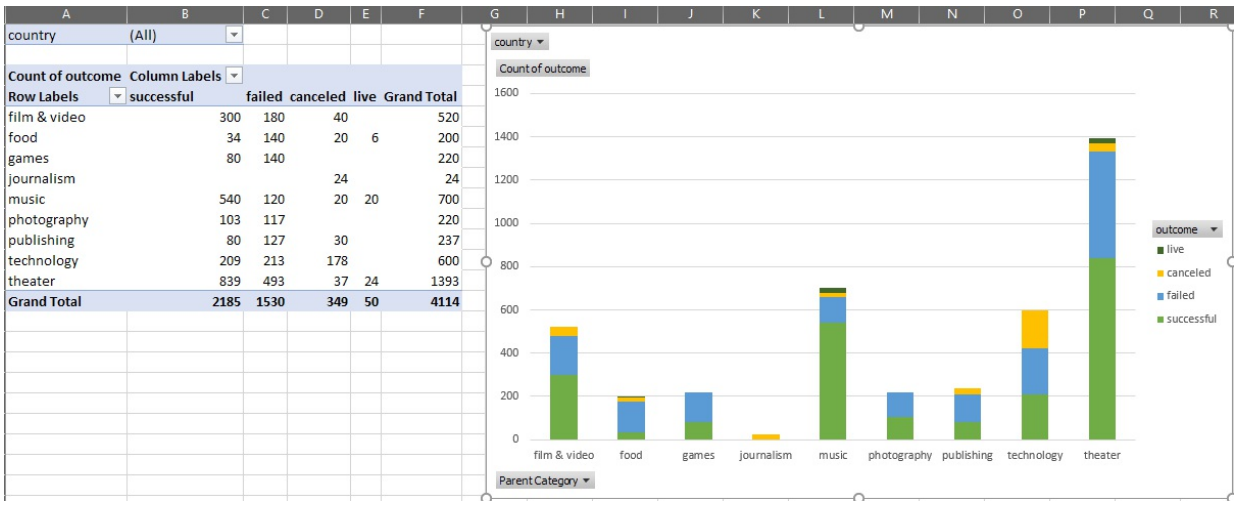
Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

Instructions



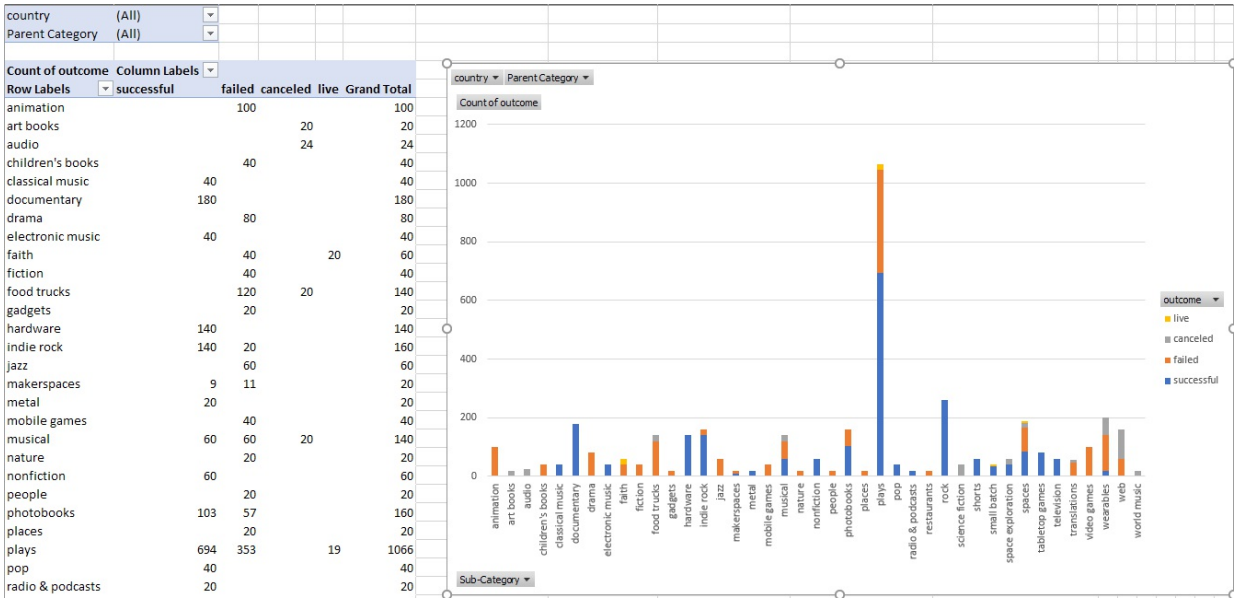
- Using the Excel table provided, you will be modifying and analyzing the data of four thousand past Kickstarter projects as you attempt to uncover some of the market trends.
- Use conditional formatting to fill each cell in the `state` column with a different color, depending on whether the associated campaign was "successful," "failed," "cancelled," or is currently "live".
- Create a new column at column O called `percent funded` that uses a formula to uncover how much money a campaign made towards reaching its initial goal.
    - Use conditional formatting to fill each cell in the `percent funded` column using a three-color scale. The scale should start at 0 and be a dark shade of red, transitioning to green at 100, and then moving towards blue at 200.
- Create a new column at column P called `average donation` that uses a formula to uncover how much each backer for the project paid on average.
- Create two new columns, one called `category` at Q and another called `sub-category` at R, which use formulas to split the `Category and Sub-Category` column into two parts.



country (All)

Count of outcome	Column Labels				
Row Labels	successful	failed	canceled	live	Grand Total
film & video	300	180	40		520
food	34	140	20	6	200
games	80	140			220
journalism			24		24
music	540	120	20	20	700
photography	103	117			220
publishing	80	127	30		237
technology	209	213	178		600
theater	839	493	37	24	1393
Grand Total	2185	1530	349	50	4114

- Create a new sheet with a pivot table that will analyze your initial worksheet to count how many campaigns were "successful," "failed," "cancelled," or are currently "live" per **category**.
    - Create a stacked column pivot chart that can be filtered by `country` based on the table you have created.

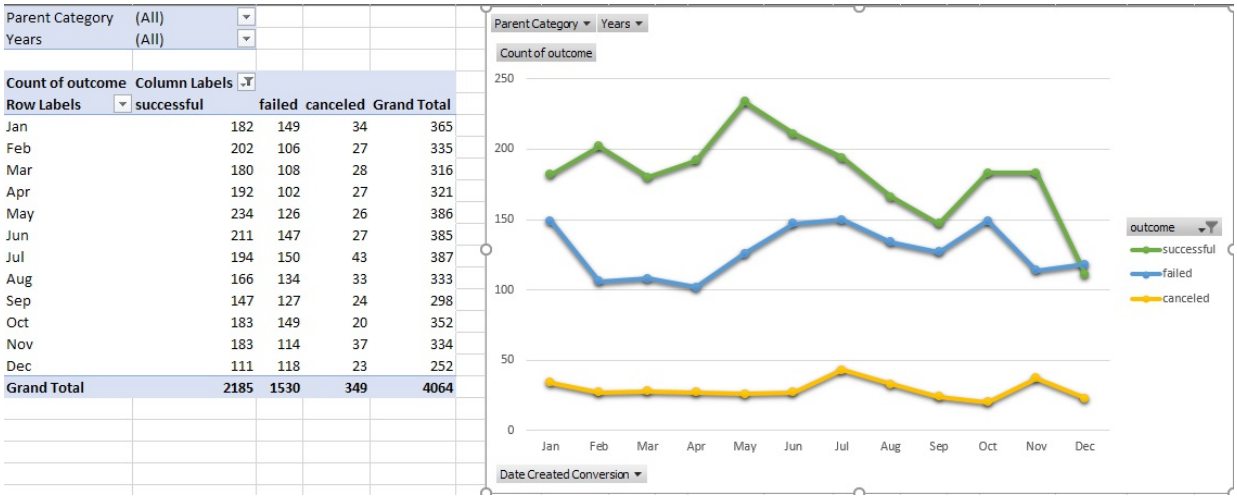


country	(All)
Parent Category	(All)

Count of outcome	Column Labels				
Row Labels	successful	failed	canceled	live	Grand Total
animation		100			100
art books			20		20
audio			24		24
children's books		40			40
classical music	40				40
documentary	180				180
drama		80			80
electronic music	40				40
faith		40		20	60
fiction		40			40
food trucks		120	20		140
gadgets		20			20
hardware	140				140
indie rock	140	20			160
jazz		60			60
makerspaces	9	11			20
metal	20				20
mobile games		40			40
musical	60	60	20		140
nature		20			20
nonfiction	60				60
people		20			20
photobooks	103	57			160
places		20			20
plays	694	353		19	1066
pop	40				40
radio & podcasts	20				20

- Create a new sheet with a pivot table that will analyze your initial sheet to count how many campaigns were "successful," "failed," "cancelled," or are currently "live" per **sub-category**.
    - Create a stacked column pivot chart that can be filtered by `country` and `parent-category` based on the table you have created.

- The dates stored within the `deadline` and `launched_at` columns are using unix timestamps. Fortunately for us, there is a formula (http://spreadsheetpage.com/index.php/tip/converting_unix_timestamps/) out there that can be used to convert these timestamps into a normal date.
    - Create a new column named `Date Created Conversion` that will use this formula (http://spreadsheetpage.com/index.php/tip/converting_unix_timestamps/) to convert the data contained within `launched_at` into Excel's Date format
    - Create a new column named `Date Ended Conversion` that will use this formula (http://spreadsheetpage.com/index.php/tip/converting_unix_timestamps/) to convert the data contained within `deadline` into Excel's Date format



Parent Category	(All)
Years	(All)

Count of outcome	Column Labels			
Row Labels	successful	failed	canceled	Grand Total
Jan	182	149	34	365
Feb	202	106	27	335
Mar	180	108	28	316
Apr	192	102	27	321
May	234	126	26	386
Jun	211	147	27	385
Jul	194	150	43	387
Aug	166	134	33	333
Sep	147	127	24	298
Oct	183	149	20	352
Nov	183	114	37	334
Dec	111	118	23	252
Grand Total	2185	1530	349	4064

- Create a new sheet with a pivot table with a column of `state`, rows of `Date Created Conversion`, values based on the count of `state`, and filters based on `parent category` and `Years`.
- Now create a pivot chart line graph that visualizes this new table.

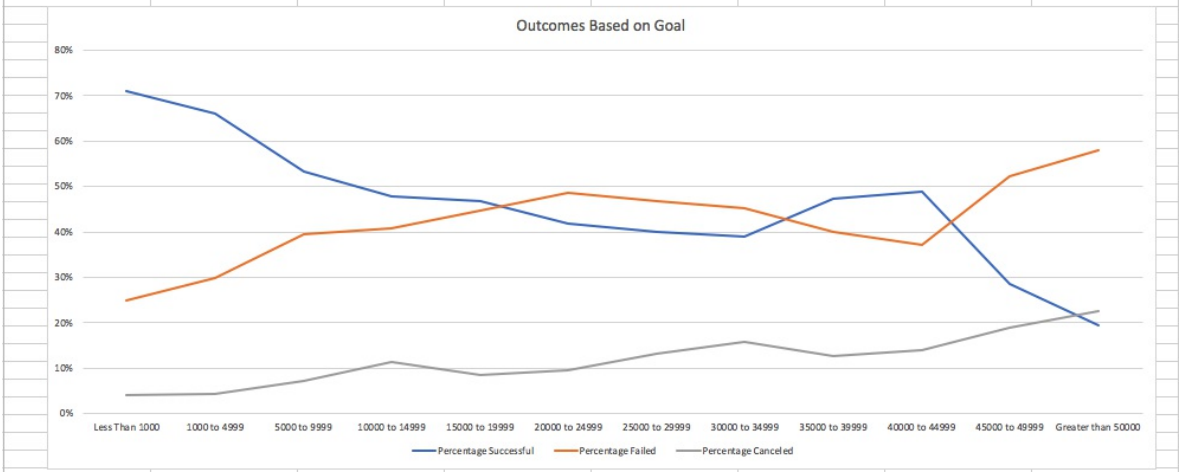
- Create a report in Microsoft Word and answer the following questions...

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?

Bonus

- Create a new sheet with 8 columns: `Goal`, `Number Successful`, `Number Failed`, `Number Canceled`, `Total Projects`, `Percentage Successful`, `Percentage Failed`, and `Percentage Canceled`
    - In the `goal` column, create twelve rows with the following headers...
        - Less Than 1000
        - 1000 to 4999
        - 5000 to 9999
        - 10000 to 14999
        - 15000 to 19999
        - 20000 to 24999
        - 25000 to 29999
        - 30000 to 34999
        - 35000 to 39999
        - 40000 to 44999
        - 45000 to 49999
        - Greater than or equal to 50000

Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less Than 1000	322	113	18	453	71%	25%	4%
1000 to 4999	932	420	60	1412	66%	30%	4%
5000 to 9999	381	283	52	716	53%	40%	7%
10000 to 14999	168	144	40	352	48%	41%	11%
15000 to 19999	94	90	17	201	47%	45%	8%
20000 to 24999	62	72	14	148	42%	49%	9%
25000 to 29999	55	64	18	137	40%	47%	13%
30000 to 34999	32	37	13	82	39%	45%	16%
35000 to 39999	26	22	7	55	47%	40%	13%
40000 to 44999	21	16	6	43	49%	37%	14%
45000 to 49999	6	11	4	21	29%	52%	19%
Greater than 50000	86	258	100	444	19%	58%	23%



- Using the `COUNTIFS()` formula, count how many successful, failed, and canceled projects were created with goals within those ranges listed above. Populate the `Number Successful`, `Number Failed`, and `Number Canceled` columns with this data.
- Add up each of the values in the `Number Successful`, `Number Failed`, and `Number Canceled` columns to populate the `Total Projects` column. Then, using a mathematic formulae, find the percentage of projects which were successful, failed, or were canceled per goal range.
- Create a line chart which graphs the relationship between a goal's amount and its chances at success, failure, or cancellation.

Submission

- To submit please save the excel workbook to https://www.dropbox.com/ (https://www.dropbox.com/) then create a sharable link and submit the link to https://bootcampspot-v2.com/ (https://bootcampspot-v2.com/).
