Excel Challenge Analysis

Data Analytics Homework 01

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For this assignment, we were provided with the records for 4115 Kickstarter projects. This is only a sample of the more than 300,000 Kickstarter projects that have been created. Based on the records provided, I have performed the analysis as described in the Excel Challenge Instructions.md found in my excel-challenge repository. The data file is titled StarterBook.xlsx

# Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

One conclusion we can draw about Kickstarter campaigns is that Kickstarter campaigns for in the Music category have had the most success. When we use the pivot table by category, we can easily view the number of successful, failed, canceled, and live by category. Reviewing this data, we notice that the Theater category has the most successful campaigns. However, they also have the highest number of campaigns started. If we use this pivot table and its data, we can calculate the percentage of successful campaigns by category. When we do this, we find that the Theater category has a 60.23% success rate while the Music category has a 77.14% success rate.

A second conclusion we can draw about Kickstarter campaigns is that Plays are most common sub-category campaigns are started. If you look at the sheet ‘Pivot by Sub-Category’, you will find that 1066 Kickstarter campaigns were created for the sub-category Plays. You will also note in the accompanying chart that the Plays count of Kickstarter campaigns far exceeds any other sub-category.

A final conclusion you can draw is that May is the best month to create a Kickstarter campaign. Based on the chart displayed on ‘Pivot by Date Created’, May has the greatest number of successful campaigns. In addition, May has the largest difference in successful and failed campaigns.

# What are some limitations of this dataset?

Some limitations of this dataset are that it is only a sample. We have to assume the sample is reflective of the entire data. But, we do not know if we have all the available categories, sub-categories, or Countries accounted for.

# What are some other possible tables and/or graphs that we could create?

* Status count by country - to view countries with the most successful campaigns
* Spotlight - to analyze if having a spotlight on the campaign helped ensure success
* Length of campaign - to determine if the length of a campaign affected its success
* Goal vs Pledged Amount for Live Campaigns - to see if any live campaigns could already be considered a success
* Number of Backers vs Status of Campaigns
* Goal Amounts vs Status of Campaigns