## Instructions

![Kickstarter Table](./Images/FullTable.PNG)

\* 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.

**Should this be formatted or stored as a percentage?**

**A: Formatted. Store 100% as 1.00. Some formulae will use this as a percent value, others a typical number.**

\* 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.

![Category Stats](./Images/CategoryStats.PNG)

\* 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.

![Subcategory Stats](./Images/SubcategoryStats.PNG)

\* 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

![Outcomes Based on Launch Date](./Images/LaunchDateOutcomes.PNG)

\* 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?

According to this data set:

1. Theater is the most popular category, largely due to plays, which are 66% successful.
2. Technology is the most unsuccessful category, due to wearables and web, which have a success rate of 10% and 0% respectively. However, hardware is 100% successful.
3. Music has the highest success rate, largely due to indie rock and rock, which has a 100% success rate (although indie rock is 86% successful). Though they are much less popular, classical, electronic, metal, and pop also have 100% success rates (N.B, the sum of these sub-categories responsible for 26% of the total category). Not all music is successful as shown by faith, jazz, and world music which each have 0% success.

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

* According to the background information only one third of all campaigns have had a favorable outcome, but two thirds of this data set has had favorable outcomes. So, this data set includes more successful campaigns than is representative of the full data.
* This data set is about 1% of the Kickstarter population.
* Kickstarter is still a relatively young platform, so any data analysis will be subject to this short time frame.
  + Most of this data comes from 3 years and not the 3 most recent years (2014-2016)

3. What are some other possible tables/graphs that we could create?

* State by Year and Category
* Number of Backers and Average Donation per State
* Average deficit of failed campaigns
* Average surplus of successful campaigns

## 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 Outcomes](./Images/GoalOutcomes.PNG)

\* 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 upload to Github repo and submit the link to repo to <https://bootcampspot-v2.com/>.