

1.4.1 Extra Filters

To continue to help Louise plan her campaign, we need to be more specific with our searches. Using filters, we can update our charts to view data for only theater and plays. We can also search for unique campaigns by using Excel's search function. By searching for unique campaigns, we'll be able to pinpoint the ones most similar to Louise's vision. This helps us research projects similar in scope and type—maybe they have done something right (or wrong), and their specific data will help Louise's project find success.

Now that our worksheet is organized and we're familiar with a few key filtering and sorting tools, we can filter specific data to deepen our analysis. We'll start by looking more closely at subcategories.

Filter Charts

Go back to the Category Statistics worksheet and filter the chart to display only theater. Follow these steps:

1. In the Row Labels section on the right side of the page, click the arrow to activate the dropdown menu.
2. Click the "Select All" button to deselect everything. Scroll through the list to select only "theater."

We'll repeat these steps for each chart, but with a few minor differences:

- In the "Subcategory Statistics" sheet, we'll select Plays.
- In the "Outcomes Based on Launch Date" sheet, we'll select "theater" for the parent category.

As you continue to filter your data and refine your charts, keep an eye on how the data is displayed. Explore it using your filters. Do you notice trends between all the categories and subcategories?

Just by glancing at the data, we can determine that theater is a popular and successful type of campaign overall. By using filters, we can see that theater follows the overall trend: there is a spike of successful campaigns that began in June, but that tapers off by the end of the year. By comparison, the data around technology campaigns reveals a different story. Instead of one large spike, their trend lines are a bit all over the place and less predictable.

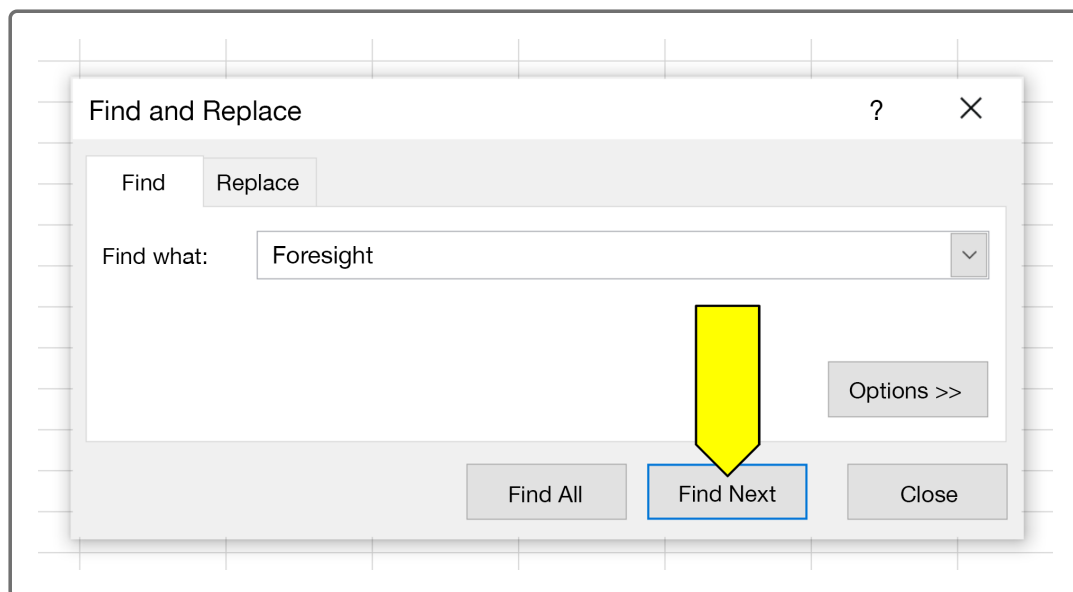
Use the Search Function

So far, we've visualized all of the campaigns in our Category Statistics sheet. We've discovered trends in the theater category with our Outcomes sheets. (June seems to be a good month to launch a campaign!) All of this has provided us—and Louise—with information to help plan her campaign. Now let's return to the Kickstarter sheet and focus on a single play: *Foresight*. This is a play from Great Britain that Louise enjoyed. She's curious about the market in Great Britain and would like to learn more about this particular play. We'll filter the dataset to view this campaign as well as other pertinent information.

Filter the Subcategory column to show only plays, and then use the Find function to search for "Foresight." The keyboard shortcut to initiate the Find function is (Mac) Command+F or (Windows) CTRL+F. Alternatively, type "Foresight" into Excel's search bar in the upper-right corner.

NOTE

Newer versions of Excel don't have a search bar in the upper right, but the same CTRL+F/Command+F shortcut will bring up a search box instead. This box will function in the exact same manner as the search bar in older versions of the software. Click "Find Next" to locate the next instance of the term, or "Find All" to view a list of all instances.



Looking at the color of the outcome allows us to quickly determine that the Foresight campaign was successful. It reached 100% of its goal -- it even went over by four dollars!

What else can we learn about this campaign from this data? The average donation is surprisingly high, considering there are only 17 backers. Scrolling further, we can also see that the campaign wasn't active for very long—just under a month.



Calculating score. This might take a while. Please wait...

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You may close this window or continue to wait for your final summary.

SKILL DRILL

Search for the play *Walken on Sunshine* and note the status of the campaign, average donation, duration, and backers.

