Excel Homework

*(Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.*

*Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.)*

1. Using the provided data, there are 3 conclusions that we can draw from the Kickstart campaigns:
   1. Given the data provided and looking at the first pivot table, you can see the direct relationship between the category and state of a project. We notice that 54% of the projects were successful, with the theater and music categories being the two major players in the total. The music and theater projects compromised 51% (2093) of all the total projects and 35% (1423) of the total projects were successful from those two categories.
   2. When we looked at the second pivot table for more information into both major categories. In the Theater category, plays were the biggest portion of projects taking up 1066 projects out of which 713 of those projects were successful. In the Music category, the sub category of rock was the biggest portion of projects taking up 260 projects and 100% of them were successful. There were also 5 more sub categories of music that had a 100% success rate – classical, electronic, metal, pop, and radio/podcast.
   3. In the third pivot table, you can see the correlation between the months/seasons of the year and the years that the project was ran. The project ran from 2009-2017 and we can notice that the top 3 months with high success rates are February with a 63% success rate, May with a 61% success rate and June with a 55% success rate. We also saw that during the summer (May-July) that the most amount of projects were put out – nothing less that 380 projects were put out each month of that season.
2. Some of the limitations of this dataset were the size of the different datasets. There didn’t seem to be enough projects from all the categories and sub categories to be able to realistically show any true strong significances between any of the results of the project. The dataset size limits any relevance that would be significant enough. We would also need to see multiple different crowdsourcing companies do similar projects and create more to show some significant understandings.
3. Some other possible tables or graphs that we could use or create could be some sort of analysis of the datasets by state to see if any trends or correlation was there with success rates and geographical location. This could help companies who were based in low success rates better understand how to excel with their Kickstarter company. We could also try to increase the size of the datasets to help push more significance between the datasets and allow for more conclusive trends and correlations.