1: Excel Homework

UTAUS201810DATA2

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Total 54% total project successful or live. 46% project canceled or failed.

Theater category has highest no of project total 1393 which is 34 % of total project.

Smaller number of project per year then higher the success rate.

technology project has highest amount of pledge amount which is almost 51 %

Pledge amount and backer count is lowest for journalism which is 9537 and 315

Country HK has lowest number of backreact which is total 71

Play sub category has highest number of project which is 1066, failed which is 353, 19 live and successful 694.

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

Because of currency different, it will hard to compare Amount for various status with different country

Data don't give much information about reason for failed or successful project.

majority of projects are from music, film and theater category. Data is more concentrated to particular industry.

most of project come from US region, even there is many country mention, it present US region data.

Data don't give information about project resources and where money spend for each project

Data is available for only US for 2009, 2010 and 2011.

data did not give enough information about individual pledge amount

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

* Country wise success/live/failed/cancelled project count for each category

Refer country tab in excel

* Country wise pledge count by each month, filter by year and category

Country\_pledge

* Category wise pledged count with backers count, for sub-category filter and year filter

Category\_pledge\_backercnt

* Backer count for each year for each country filter by category and sub-category

Refer year\_backer\_cnt

* Country wise sum of goals vs sum of pledged filter by state and year

Refer country\_goal\_pledge