



week1

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Unit 1 Homework: Kickstart My Chart

Background

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.

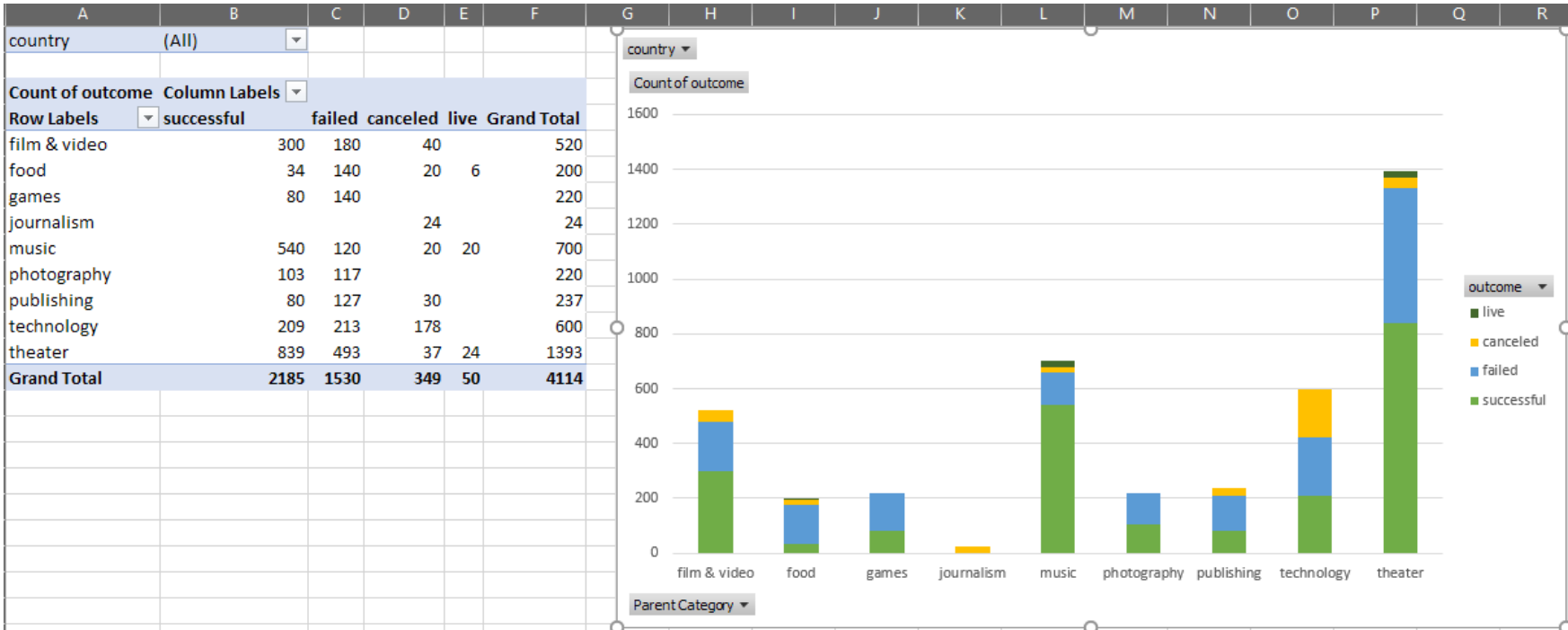
Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects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

Instructions

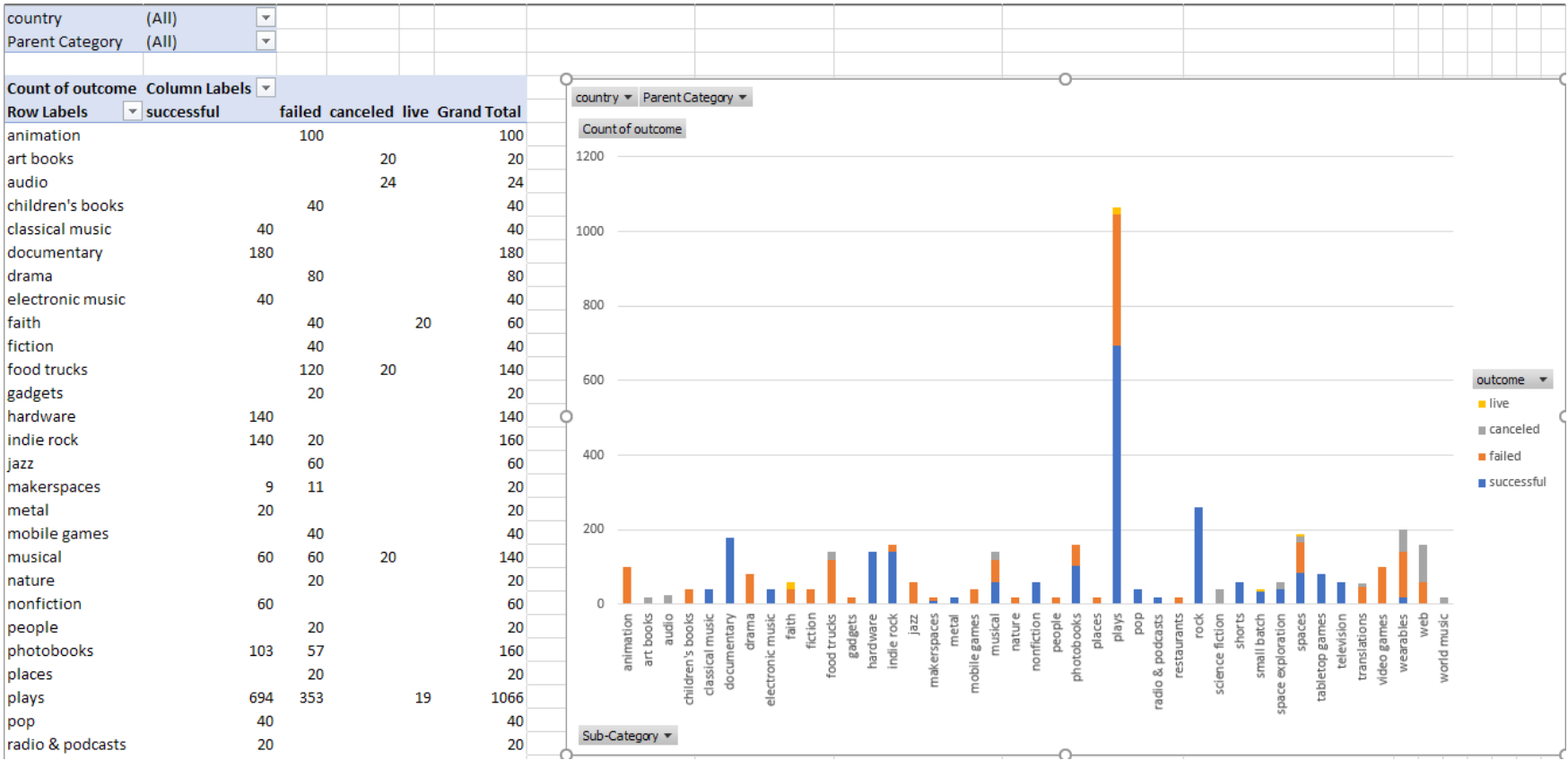
id	name	hub	goal	pledged	outcome	disable_communication	country	currency	currency_trailing_code	deadline	launched_at	staff_pick	backers_count	spotlight	Percentage Funded	Date Created Conversion	Date Ended Conversion	Category and Sub-Category	Parent Category	Sub-Category
9	GIRLS STATE: a new musical comedy TV project	In the new TV show "All Politics is Local" at high school girls campaign, sing and cheer to be elected Governor of their summer camp.	9500	1833	successful	FALSE	US	USD	TRUE	167620400	163493180	FALSE	82	TRUE	137	6/23/2015	7/23/2015	film & video	film & video	television
1	Fanballast Fan Convention	A Harbuz TV Show Fan Convention and Art Collective	10275	14052	successful	FALSE	US	USD	TRUE	168464683	165972693	FALSE	79	TRUE	163	9/30/2017	3/20/2017	film & video	film & video	television
2	Charlie teaser completion	Completion fund for post-production for season 6 British comedy drama tv series about a girl who sells morals for	500	525	successful	FALSE	GB	GBP	FALSE	1455555083	145489083	FALSE	35	TRUE	105	2/5/2016	2/5/2016	film & video	film & video	television
3	UnsettledPositive: A Dramedy Series About Life with HIV	Ve already produced the "very beginning" of this story. Help us to see it 19th century&rs most notorious literary characters, out of step with the times, find comradery as roommates in modern day Los Angeles.	10000	10390	successful	FALSE	US	USD	TRUE	1407414107	1404822197	FALSE	150	TRUE	104	7/18/2014	9/7/2014	film & video	film & video	television
4	Party Monsters	The BBIG Daddy will be filming the 1st episode of the Party Monsters series to network Television "Ballout My	44000	54196.29	successful	FALSE	US	USD	TRUE	1456955279	1447963279	FALSE	284	TRUE	123	10/18/2015	12/18/2015	film & video	film & video	television
5	Tony Matthews to be the NEXT star on the Network Television	The story of "Point Hope" will honor, respect, and share the beauty and traditions of the Alaska Natives in Point Hope. All the hope!	3999	4396	successful	FALSE	US	USD	TRUE	1468770500	1468362207	FALSE	47	TRUE	119	7/12/2016	7/29/2016	film & video	film & video	television
6	POINT HOPE	Secrets bond three unfortunate teens who are facing losses that are common among youth today. And for one, it becomes too much to bear.	6000	659	successful	FALSE	US	USD	TRUE	140279029	1401946290	FALSE	59	TRUE	106	6/4/2014	6/4/2014	film & video	film & video	television
7	Skin Film Production By 14 Year Old	Help us raise the funds to film our pilot episode	9000	910	successful	FALSE	US	USD	TRUE	147680867	1464224967	FALSE	57	TRUE	101	5/26/2016	7/5/2016	film & video	film & video	television
8	Striding in the Kitchen Flips Style	Counting everyday life at Falk	3500	2501.52	successful	FALSE	US	USD	TRUE	1460794000	146085210	FALSE	12	TRUE	109	4/18/2016	4/5/2016	film & video	film & video	television
9	TV Pilot	The Academy Mockumentary sitcom	500	629.99	successful	FALSE	US	USD	TRUE	1460880144	1458351944	FALSE	20	TRUE	126	3/18/2016	4/17/2016	film & video	film & video	television
10	Big in Beijing. A reality to show about	Making a reality show casting the real stars of China. They are fun, young, wild, and ambitious. Filmed in Beijing with real	3000	3019	successful	FALSE	US	USD	TRUE	1403600279	1400636279	FALSE	19	TRUE	101	5/23/2014	6/25/2014	film & video	film & video	television
11	2016 TAPR DCC Video on HamRadioNow	HamRadioNow will produce YouTube video of the complete 2016 TAPR & TAPR Amateur Radio (Ham Radio) Digital Communications Conference	5000	6025	successful	FALSE	US	USD	TRUE	1475624000	1469303462	FALSE	75	TRUE	121	7/2/2016	8/22/2016	film & video	film & video	television
12	Spinward Traveler (TV Pilot)	Spinward Traveler is based on the award winning role-playing game. Launch your imagination into the Traveler universe at Jump 5.	30000	49589	successful	FALSE	US	USD	TRUE	1405479600	1401642425	FALSE	827	TRUE	149	6/1/2014	7/16/2014	film & video	film & video	television
13	Can't Go Home	A travel series hosted by touring musicians that profiles a different American city in each episode.	2500	9599	successful	FALSE	US	USD	TRUE	1466710620	1462689109	FALSE	51	TRUE	169	5/19/2016	6/23/2016	film & video	film & video	television
14	2010) Sci-Fi Series	A highly charged post-apocalyptic sci-fi series that puts no punches	6000	6054	successful	FALSE	AU	AUD	TRUE	1405293940	1403058889	FALSE	41	TRUE	101	6/18/2014	7/13/2014	film & video	film & video	television
15	Cleric/Cia	Cleric/Cia is a project transmedia para televis&rs, la finalidad de la venta de camiser&rs es financiar el proyecto	2000	2132	successful	FALSE	ES	EUR	FALSE	1443384040	1441790650	FALSE	99	TRUE	107	9/18/2015	9/27/2015	film & video	film & video	television
16	ArtMojo TV Series	We want to create a Slice Reel to pitch a Reality TV Series to TV Executive starring artists Art Moore will use new artists each week.	12000	10203	successful	FALSE	US	USD	TRUE	1402896600	1398971201	FALSE	70	TRUE	110	5/9/2014	6/16/2014	film & video	film & video	television

Using the Excel table provided, modify and analyze the data of 4,000 past Kickstarter projects as you attempt to uncover some market trends.

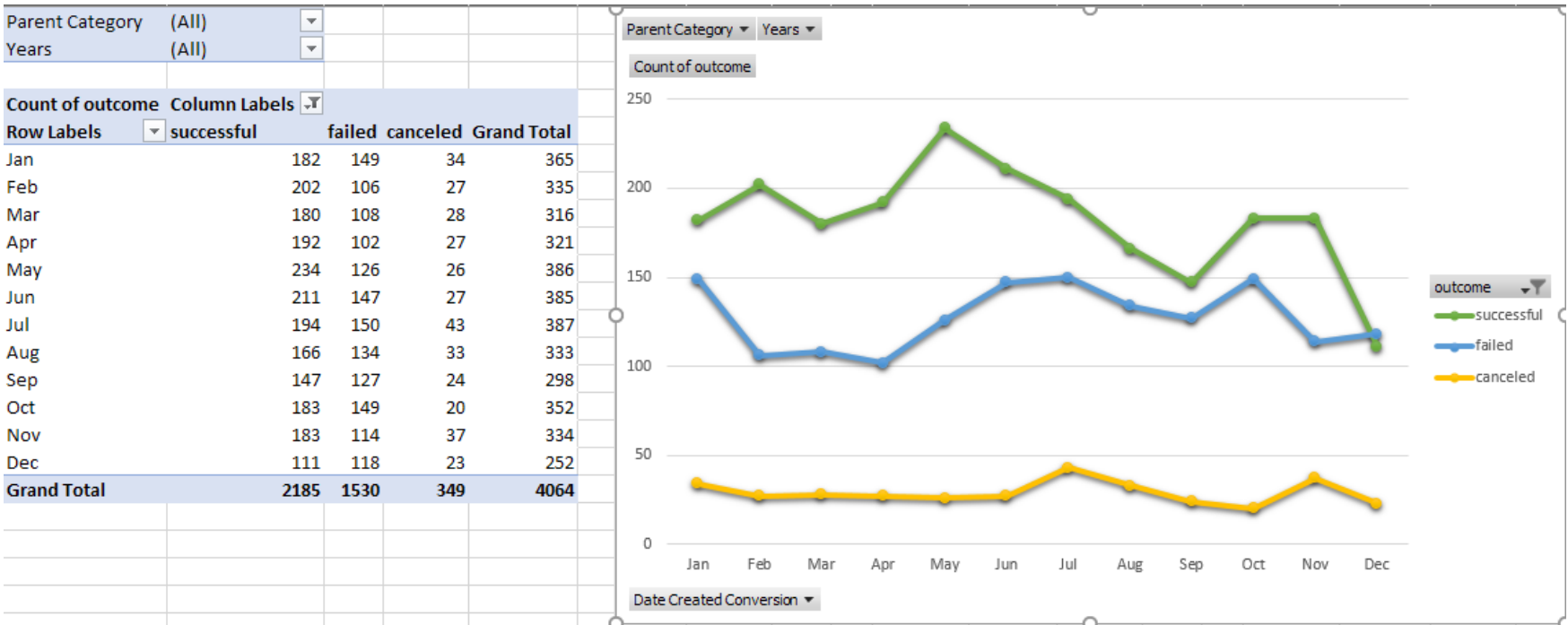
- Use conditional formatting to fill each cell in the **state** column with a different color, depending on whether the associated campaign was successful, failed, or canceled, or is currently live.
 - Create a new column O called **Percent Funded** that uses a formula to uncover how much money a campaign made to reach its initial goal.
- 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 blue at 200.
 - Create a new 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.



- Create a new sheet with a pivot table that will analyze your initial worksheet to count how many campaigns were successful, failed, canceled, 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.



- Create a new sheet with a pivot table that will analyze your initial sheet to count how many campaigns were successful, failed, or canceled, 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 use Unix timestamps. Fortunately for us, [there is a formula](#) that can be used to convert these timestamps to a normal date.
 - Create a new column named **Date Created Conversion** that will use [this formula](#) 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](#) to convert the data contained within **deadline** into Excel's date format.

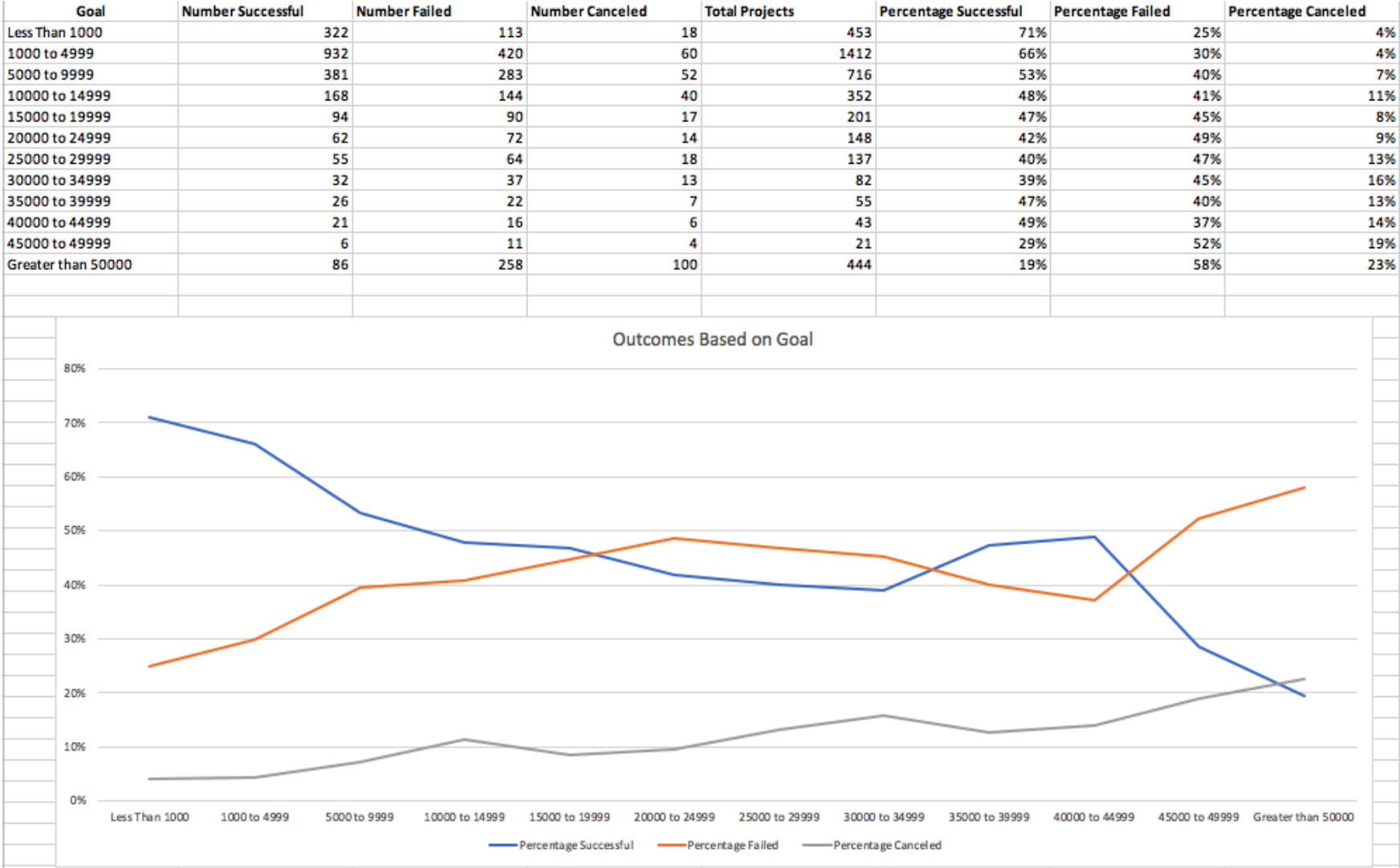


- Create a new sheet with a pivot table with a column of **state** , rows of **Date Created Conversion** , values based on the count of **state** , and filters based on **parent category** and **Years** .
- Now create a pivot chart line graph that visualizes this new table.
- Create a report in Microsoft Word and answer the following questions.
 1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
 2. What are some limitations of this dataset?
 3. What are some other possible tables and/or graphs that we could create?

Bonus

- Create a new sheet with 8 columns:

- Goal
 - Number Successful
 - Number Failed
 - Number Canceled
 - Total Projects
 - Percentage Successful
 - Percentage Failed
 - Percentage Canceled
- In the **Goal** column, create 12 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



- Using the **COUNTIFS()** formula, count how many successful, failed, and canceled projects were created with goals within the 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 mathematical formula, find the percentage of projects that were successful, failed, or canceled per goal range.
- Create a line chart that graphs the relationship between a goal's amount and its chances at success, failure, or cancellation.

Submission

- To submit your homework, upload the solution and files to a GitHub repo, Dropbox, or Google Drive and submit the link to <https://bootcampspot.com/>.

