Unit 1 Homework

William Oates, June 8, 2019

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. The technology category far exceeded all other categories and journalism was the least funded.
2. When the category column was split into two columns, the hardware sub-category exceeded other types of categories.
3. The most productive year was approximately 2015 and the lowest was in 2009.

2. What are some limitations of this dataset?

1. Excel VBA formulas are not intuitive and requires far too much research to master.
2. Formulas are not as flexible as what we’ve seen with other coding tools.
3. The data is not in a consistent format. Although GMT is understood worldwide, but for this dataset it introduced an unnecessary conversion step. As a result, dates and time had to be manipulated at least twice to derive a solution.

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

The creation of additional tables and/or graphs would depend on the filters in a given scenario. For example, pie charts could be used to show how much a particular country raised. Or, a line chart could display how much they gave over a particular of time. In Short, an analyst has to know what particular question or questions are being asked before beginning to organize and assess the data.