

SMALL VERSION OF DATA SET

Analyzing Kickstarter Campaign Performance—Warmup

1. Create a Pivot Table that has the **category_parent** field in the Rows of the table and the **Sum** of the **“Goal Met (1/0)?”** field in the Values of the table. It should look like this:

| Row Labels | Sum of Goal Met (1/0)? |
|--------------------|------------------------|
| Art | 89 |
| Comics | 16 |
| Crafts | 5 |
| Dance | 2 |
| Design | 52 |
| Fashion | 27 |
| Film & Video | 149 |
| Food | 24 |
| Games | 56 |
| Journalism | 3 |
| Music | 164 |
| Photography | 12 |
| Publishing | 105 |
| Technology | 31 |
| Theater | 16 |
| Grand Total | 751 |

- a. How many Journalism campaigns met their goal?
 - b. How many campaigns across all categories met their goal?
2. Add fields to your Pivot Table to answer these questions:
 - a. What was the AVERAGE **amount collected** by an **Art** project? *Hint: look for **Field Settings** to make the amount collected field show as an Average.*
 - b. What **percentage** of **Games** projects met their goal?
 - c. What were the top 6 categories for TOTAL **amount collected**?

Answers

1a. 3; 1b. 751

2a. \$1,958.39; 2b. 64.37%; 2c:

