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	4302
Comics	1079
Crafts	412
Dance	348
Design	2481
Fashion	1125
Film & Video	8629
Food	1398
Games	3685
Journalism	234
Music	10415
Photography	527
Publishing	5763
Technology	2239
Theater	783
Grand Total	**43420**

    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 5 categories for TOTAL **amount collected**?

Answers

1a. 234; 1b. 43,420

2a. $2757.37; 2b. 62.99%; 2c:

Top 5 Parent Categories for Total Amount Collected

Category	Amount
Games	~$300,000,000
Technology	~$210,000,000
Design	~$205,000,000
Film & Video	~$165,000,000
Music	~$70,000,000