

Data Analysis with Excel Course

Summative Assessment

Assessment aim

The aim of this assignment is to test your ability to conduct exploratory analysis. The assignment scenario exists to provide you a framework for your analysis and you will be assessed based on your ability to analyse the dataset provided.

Assessment instructions

With the scenario below in mind, work your way through the summative assessment quiz. You will go through the 4 steps of the data analytics process (Define, Transform, Analyse and Communicate) within the Kickstarter dataset.

Assessment deliverables

The Assessment is in the form of a 25 question quiz. The pass mark is 75% (19/25). The final question will involve presenting an insight from the dataset with the template provided.

Assignment scenario You are a data analyst working for a publishing organisation (Techlive magazine). Your editor sends you through a task in an email as below:

Subject: Kickstarter Article

Dear XXXXX,

I would like a piece in next month's issue about Kickstarter projects – something like “Kickstarter for the big leagues”. Kickstarter states that most successfully funded projects raise less than \$10,000 USD and so I would like this article to speak to backers of Kickstarter projects and owners of Kickstarter projects with funding goals exceeding \$10,000 USD.

Please come back to me with some findings and possible angles of a data-based article. Here are some of my thoughts so far:

- Winners and losers of the Kickstarter platform. Which projects meet their funding goals (succeed) and which projects do not meet funding goals (failed). Which metrics (like category) have an affect on this?
- Timing your Kickstarter project – When to launch and how far to make your deadline? Has the success rate changed over time (by year)?
- What can the number of backers tell you about a project's success? How many backers are needed for a greater chance of success?

I have attached the sourced dataset showing Kickstarter projects in the US with funding goals starting at 10,000 USD and capped at 1 million. A data dictionary is also included (I know how much you love those).

Come back to me by next Wednesday with a written report.

Regards,
Rianne - Editor, Techlive magazine