**Louise’s Production**

**Overview of Project**

The purpose of this project is to determine the type of production endeavor Louise should choose by evaluating past launch dates and fundraising goals within a set of data provided by Kickstarter.

**Analysis and Challenges**

I began by putting the data into a table in order to make my references more simplistic. Next, I set up specific pivot tables to measure the Theatre outcomes based on their associated launch dates. I subsequently built a chart to illustrate the months that had the most successful outcomes, which allowed me to assess what the optimal month would be to start her project. I then built a sub data table with COUNTIF functions. This allowed me to build ranges to reflect the funding “sweet spot”. Finally, I built a chart based on this sub data table to extrapolate the outcomes against their original goals. Below are the associated screenshots:

*Kickstarter Data Table*

Application, table

Description automatically generated

*Theatre Outcomes by Launch Date*

Graphical user interface, application, table, Excel

Description automatically generated

*Outcomes based on Goals Sub Table*

Graphical user interface, application, table, Excel

Description automatically generated

*Outcomes\_vs\_Goals.png*

Graphical user interface, chart, application, line chart

Description automatically generated

The only challenge I experienced was when I put my Outcomes\_vs\_Goals.png chart together. I initially set the data in my sub table to the pledged amount, which gave me a very strange looking chart. I reached out to the Teaching Assistant (Malcolm McCabe), and he quickly pointed out that I was making an incorrect cell reference. Once I updated that part, my chart perfect reflected the chart in the Deliverable 2 Instructions.

**Results**

There are two conclusions I made about the Theater Outcomes by Launch Date. First, the overall success rate hovered around 61%, and only ranged from 49% to 67%. This means the variability by month was minimal. Secondly, I would launch my project in May because it has both the highest total number of success projects and the best propensity to achieve a successful outcome.

One conclusion drawn from the Outcomes based on Goals is that a successful project is most likely going to have a fundraising goal of less than $5,000. This conclusion is validated by that range having both the highest success rate (about 67%) and the most voluminous amount of data to back up that percentage (this range represented about 69% of this subset of data).

While this analysis was thorough based on the amount of data presented, it was still a small data set. There were less than 3,000 total results to be analyzed, thus much more robust data sets probably exist, and could provide further detail to generate a more accurate conclusion. Based on the data I used, the only other metric I’d consider is “Days to Fund”. This may enable Louise to understand how long it takes to raise her capital.