Module 1 Challenge: Kickstarting with Excel

Deliverable Part 3: Written Analysis of the Results

University of Toronto

Data Analytics Bootcamp

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March 13th, 2022

Overview of the Project

This project is going to help an up-and-coming playwriter named "Louise", who is going to start a crowdfunding site to fund her play "Fever". She has estimated her budget to be over $10,000. This project will use excel to organise, sort, and analyze the crowdfunding data to find whether there are any specific factors that might make Louise's play successful. This report will help her gain greater understanding of the campaigns from start to finish and set her campaign to mirror other successful ones. The extracted data and knowledge from the raw crowdfunding data will be used to further plan her project and set her up for success.

Analysis and Challenges

Analysis:

Throughout this project, a number if analysis were performed to understand the nature and trends of the market when different elements are implemented. The analysis included, but was not limited to category and subcategory statistics, outcomes based on launch date, outcomes based on funding goals, descriptive statistics, and research of plays in Edinburgh. The following are some screenshots documenting the journey.

Theater Outcomes Based on Launch Date

Outcomes Based on Goal
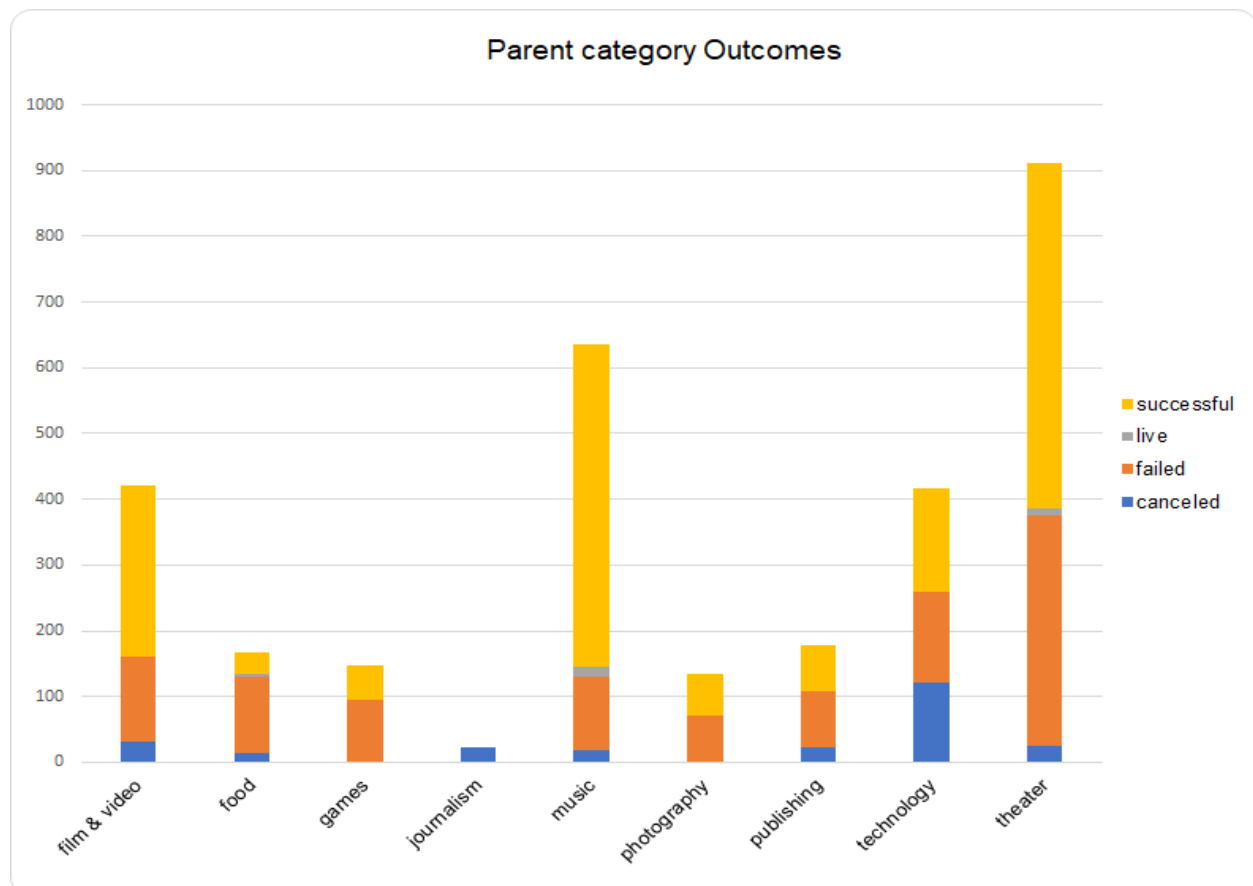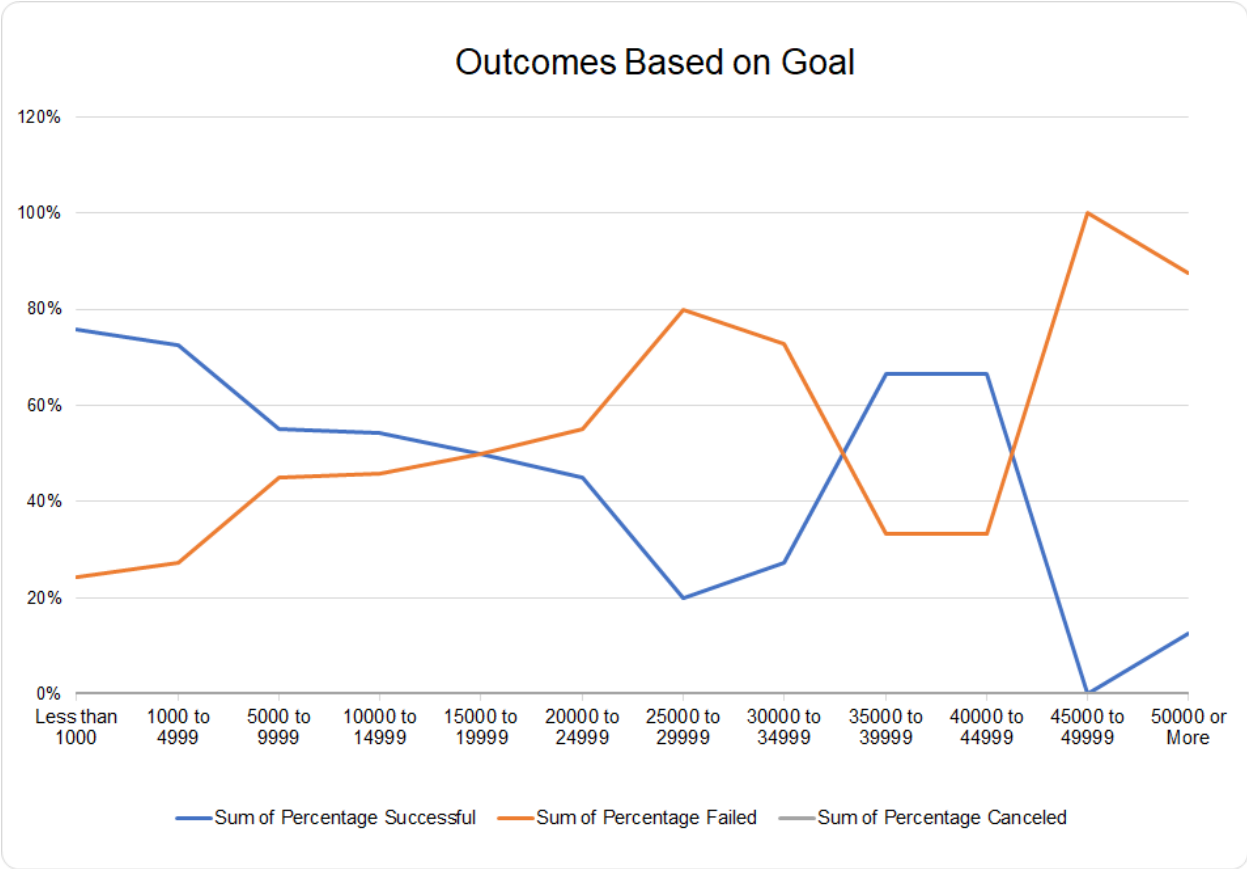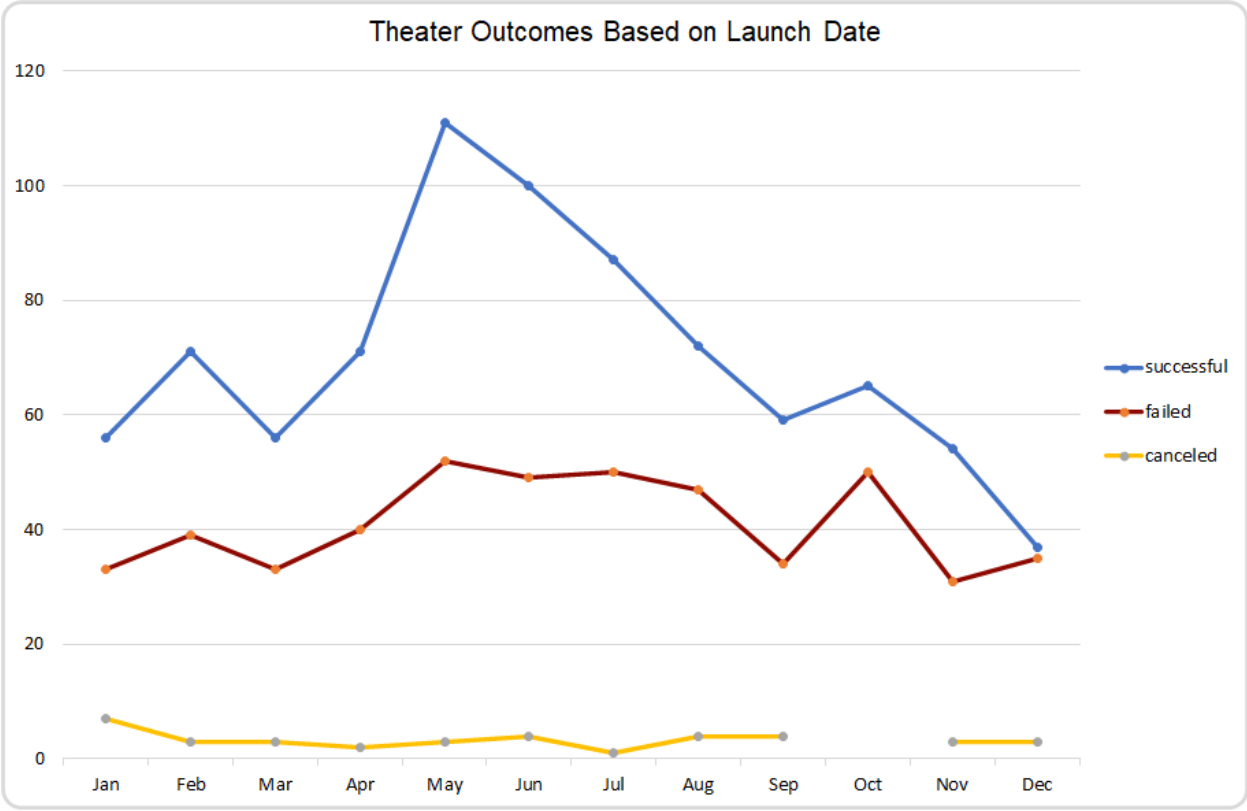
Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less than 1000	141	45	0	186	76%	24%	0%
1000 to 4999	388	146	0	534	73%	27%	0%
5000 to 9999	93	76	0	169	55%	45%	0%
10000 to 14999	39	33	0	72	54%	46%	0%
15000 to 19999	12	12	0	24	50%	50%	0%
20000 to 24999	9	11	0	20	45%	55%	0%
25000 to 29999	1	4	0	5	20%	80%	0%
30000 to 34999	3	8	0	11	27%	73%	0%
35000 to 39999	4	2	0	6	67%	33%	0%
40000 to 44999	2	1	0	3	67%	33%	0%
45000 to 49999	0	1	0	1	0%	100%	0%
50000 or More	2	14	0	16	13%	88%	0%

Challenges:

Throughout the duration of this project, there were a lot of challenges. Some of them were the implementation the COUNIFS function and formatting the charts according to the project requirements. Using the COUNTIFS functions was a tricky part of this project, it was overcome by checking all the formulas manually and making sure all the formulas have their respective value ranges. It was a time-consuming process but very fruitful in the end. The second challenge that was faced was formatting the charts according to the project requirements. To overcome this challenge, a lot of research was performed to find out and learn about the different excel functions and how they work, like learning how to sort the data in the PivotTable so that the Chart also alters in the required manner.

Results

Theater Outcomes by Launch Date:

After analysis and visualizing the campaign outcomes, it is evident that theatres are more successful during the summer months (April, May, June, July, and mid-August). Even tough some of the events are still cancelled, but the cancellations are much lower during these months. The rise in successful shows can be result of the more tourists, more people tend to go out more in nice whether and there are multiple show times in one day. It will be beneficial for Louise to launch her play April so that she can get 100% benefit of the increased customers.

Another trend that can be seen in this data is that overall, there are three peak times in the theatre industry during the whole year. Louise should make sure she decides the showtimes according to the trends in the market.

Outcomes based in Goals:

Based on the data visualization, it can be concluded that the whatever amount of money is invested, there is 50% chance of the campaign being successful and 50% chance of it failing. However, the trend that can be noted that the more money is set as a goal, the chances of the campaign being successful decrease. The amount of money set as a goal is indirectly proportional to the campaign being successful.

Limitations in the dataset:

One of the limitations in the dataset is that the play for all over the world are included in this, the geographical area of the dataset should be reduced to the countries with similar economic level as the host country (in this case: US). Also it will be beneficial for Louise if she starts small with her production.