

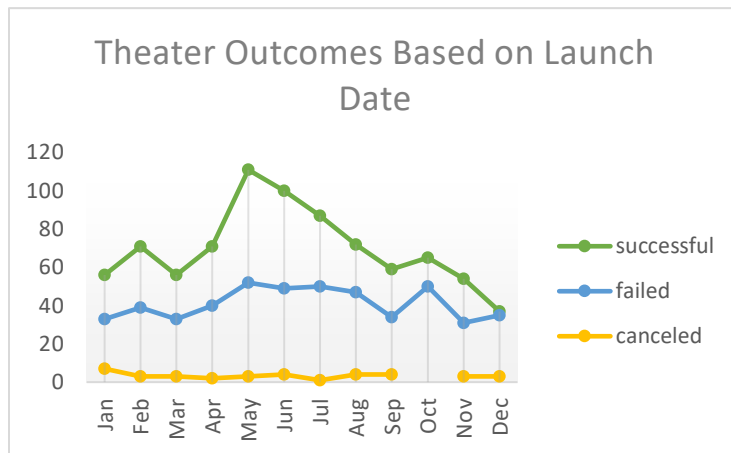
## Kickstarter Challenge

### I. Overview of Project

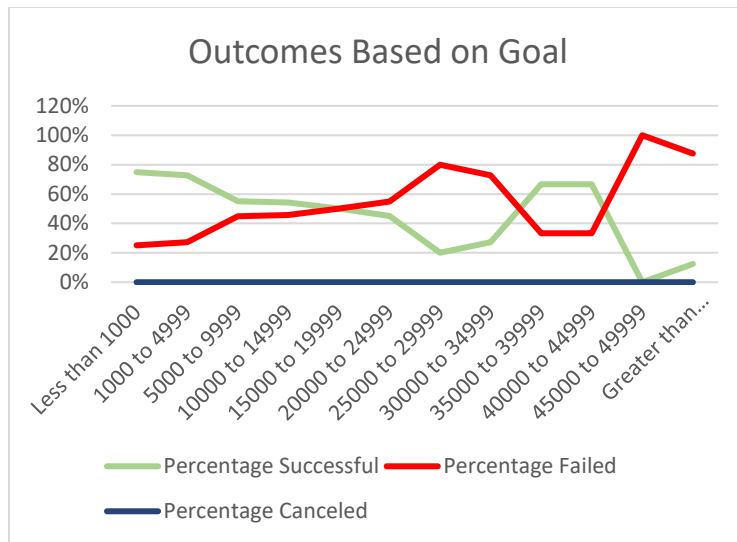
The purpose of this project is to identify the number funding campaigns for the theater category were successful, which failed, canceled and the total during the year. Furthermore, the through this project, we can identify the percentage of funding campaigns for plays according fell between two numbers.

### II. Analysis and Challenges

The number of successful theater campaigns rose significantly in May and dropped to its lowest in December. Theater campaigns were most successful May and July. The number of failed theater campaigns were at its highest in October and its lowest in March and November. The number of canceled theater funding campaigns remained low and close to zero consistently through out the year.



The highest percentage at almost 80% of successful play funding campaigns was less than \$10,000 and the second highest percentage at about 65% was between \$35,000-\$44,999. Almost 100% of failed play funding campaigns were between \$45,000 and \$49,999. Furthermore, there were no canceled play funding campaigns.



I had challenges with the Countifs formula. I tried filtering the dataset first by mistake. I then had a hard time with determining criteria for the goals columns. I wasn't sure if I was including the < or > sign correctly. I watched the tips video and was able to correct my error.

### III. Results

There are more successful theater funding campaigns consistently between January and November than failed and canceled theater funding campaigns. The best time to have a theater funding campaign is in May. The worst time to have a theater funding campaign is in October.

The highest percentage of failed play funding campaigns typically lie between \$45,000 and \$49,999, and the highest percentage of successful play funding campaigns are less than \$10,000. We should perhaps concentrate the funding campaigns less than \$10,000.

There are limitations to the dataset because we cannot guarantee success for a funding campaign for either theater or play funding campaigns. I recommend there be additional table and graph based on the date the funding campaign ended to have an idea at how long the campaign lasted to reach the outcome.