Written Analysis

# Overview

In this project we were tasked to analyze data for multiple Kickstarter campaigns reported over the last few years. The projects contained a variety of data about it such as the goals, success, and type of project. For the project, the first goal was to create a pivot data for the data set in order to better organize the types of campaigns present and the amount. Furthermore, we were tasked to organize the campaign types by which month they were originally presented. Finally, the last part of the project was to successfully create a sheet to demonstrate the amount play campaigns that were kickstarted and the percent of them that were successful in their fundraising goals.

# Analysis and Challenges

For the first part of the challenge, we created a pivot table for the data set. In order to first accomplish this, we had to first separate the category and subcategory cell using excel. This allowed for easier grouping in the pivot table and group parent categories together while still presenting what the subcategory was. Once this was accomplished, we had to find the date in which the campaign was officially started. This was on of the first problems that was encountered during project. The date was originally presented in an Epoch Unix time stamp. To convert the time stamp to a better understood time, we had to convert it using a formula. This gave a date that could then be better presented and then simplified using the YEAR () function in Excel. With both steps accomplished we could then create a pivot table to organize and present the data. Using the pivot table, we could filter the data to display the amount of theater campaigns that started and were successfully funded. From here, we created a line graph to better represent the data over in comparison to the month it was launched. The next part was to create another sheet and find the number of goals and their success. Using the COUNTIFS() formula in excel, we were able to successfully count the amount campaigns started for plays and their success. The count was grouped by range in which the campaigns initial fund goal was. Once a count was gathered for successful, failed, and canceled campaigns. Finally, we calculated the percent of total campaigns per range and create a graph to show the success versus goals. For this final part we ran into a couple of issues when it came to creating the graph itself. This was mainly due to selecting the wrong column when creating it. After many trails and error, we were able to figure it out and produce a more accurate graph.

# Results

From the data that we were able to organize, we can conclude certain things from the data. For the first part of the project for the Theater Outcomes by Launch date, we can first conclude that for majority of the year, theaters are more likely to successfully funded. Through out majority of the year, the number of campaigns that were successfully funded always were noticeably higher. For every month, except December, the is gap between the two data sets. This means that theater campaigns success is not limited to when someone starts the fundraising. While certain months are higher than others, there seems to be a direct relationship between the success and failed amounts for each month. A second conclusion that can be made from this is that canceled campaigns are highly unlikely to occur, throughout the month, canceled campaigns consistently stayed low. Meaning that if someone were to start a Kickstart for a theater, the odds of the campaign being canceled are highly unlikely. The limitations for the data that can be noted are that the subcategory for the theaters is not noted. While theater success is high overall, there is no telling if this success is caused by a specific type of subcategory. The best way to counter this fault is to show the success percentage for the subcategories of theaters. This could show which subcategory is more likely to be successful and could help elaborate if a certain subcategory is affecting the original data set.