# Challenge 1: Kickstarting with Excel

## Overview of Project

## I: Purpose

This analysis’s purpose was to assist in Louise, an aspiring playwright, in finding the best circumstances for fundraising to make her Kickstarter theater play, *Fever*, have the greatest chance of success. Louise expressed she specifically wanted to know how different campaigns fared in relation to when they launched as well as what their monetary goal was while fundraising. By analyzing similar campaigns to Louise’s, the data based on the outcomes of launch data and goals revealed many conclusions that would assist Louise’s efforts in making *Fever* a success. However, many more pieces of the data may have been equally if not more helpful to analyze to assist in Louise’s pursuit of being a successful playwright.

## Analysis and Challenges

## I: Analysis of Outcomes Based on Launch Date

Chart, line chart

Description automatically generated

Figure 1: Theater Outcomes Based on Launch Date

After compiling data and organizing it into pivot table based on the Outcomes on Launch Dates of Theater the line graph portrayed in Figure 1 was created. To analyze this line graph, I used a video resource created by TED-IELTS explaining how to summarize this information in a simple and coherent manner (<https://www.youtube.com/watch?v=_pBULPMGcow>). The line graph shows data collected across twenty-one countries between the timeframe of 2009-2017 with a total of 1393 total theater plays. 839 of these succeeded at theater, 493 failed at theater, 37 were canceled, and 24 were live which was not included due to it not having the conclusive evidence we were seeking. In the line graph, the data was tracked across months of the year (X-Axis) based on when the theater plays were launched and tracked and counted their outcomes (Y-Axis).

## II: Analysis of Outcomes Based on Goals

Chart, line chart

Description automatically generated

Figure 2: Analysis of Outcomes Based on Goals

For the second analysis, data was centered around the monetary goals each Kickstarter play campaign and their outcomes based on how much each sought to raise. The line graph in Figure 2 tracks the success of plays (Y-Axis) in blue and the failure rate in orange. The monetary goals for each play (X-Axis) were tracked in increments starting at anything less than $1000 and increasing by approximately $5000 to group similar fundraising goals together to organize the data. There was a total of 1047 plays, 694 being successful, 353 having failed, and 0 canceled. Something worth noting is that this data would not have included live performances since it was not filtered for theater plays, but for the subcategory of plays instead.

## III: Challenges and Difficulties Encountered

There were not many difficulties encountered when creating this analysis, however, things could have easily gone awry had small factors not been accounted for. For instance, making sure the difference between tracking plays in theater and plays in general not been distinguishable in the data the analysis may have looked very different in terms of analyzing the outcomes of the data. Live plays would have added an extra layer of unnecessary data to the line graphs of Figure 1 and 2 making them less accurate, excessive, and perhaps harder to understand.

Another piece that could have caused issues for Outcomes based on Goals is if a separate sheet had not been created from the data in the original Kickstarter sheet filtering it by the subcategory of plays. Thankfully, a video resource by ExcelsFun (<https://www.youtube.com/watch?v=_KGqJLXJvgY>) assisted in showing how to extract data to a new sheet while utilizing advanced filtering. If the data had been complied from the original sheet by only applying a filter it would have not been accurate as I learned while organizing the Outcomes based on Goals.

## Results

## - What are two conclusions you can draw about the Outcomes based on Launch Date?

After conducting my analysis, I can conclude that the month that yields the highest success rate when launching a theater play is the month of May. Additionally, while success rates are highest in May, the months that are contained within the summer months have the highest rates of success compared to the other seasons but gradually decline from May-September. Both rate of success and rate of failure of plays follow identical trends, however more plays succeed over the course of the year than fail with the closest margin between these two occurring during December, which can be considered the overall worst month to launch a theater play.

## - What can you conclude about the Outcomes based on Goals?

After conducting my analysis, I can conclude that the highest percent of success plays occurs with campaigns that have less than $1000 fundraising goals with a success rate of 75.81%. The most populous campaigns in this data set are between the goal range of $1000-$4999 totaling 534 plays, over 51% of total plays in this data set, with the second highest rate of success of 72.66%. As the monetary goals for each campaign increases, the success rate steadily declines until $35000-$39999 where it once again increases. However, the range of $35000-$39999 only contains 6 plays which is 0.57% of the total plays.

## - What are some limitations of this dataset?

There are several limitations contained within this dataset. As we just learned, some ranges in the Outcomes based on Goals section of the analysis were not as populated and were not indicative of growing success rates of plays when the range passed $35000 and were strictly circumstantial due to less campaigns setting such high monetary goals.

The data set also did not appear to have clear conversions for the monetary currency an included four different kinds of currencies within the data set. Some of the data may have been incorrect in this aspect for instance the MXN currency had three plays with goals of $40,000+, which includes very few plays having that high of monetary goals. This piece of data may have been incorrect if there had been some sort of currency conversion applied to the data set it may have been more accurate.

## - What are some other possible tables and/or graphs that we could create?

Some additional information we may have wanted to include could have been easily created by adding additional filters if more information had been present. The purpose of this analysis was to help Louise achieve success with her play *Fever* and more data could have been analyzed within the data set to help her achieve the highest rates of success. For instance, we did not get information on which country Louise sought to open her theater play in which could have yielded different outcomes if we could have filtered the data to the country she planned on opening it in instead of data across twenty one different countries.

Another table that would have been helpful with providing Louise additional information would have been Outcomes based on Pledged amounts of money toward their campaigns. While looking at Outcomes based on Goals was indeed helpful for establishing a strong starting point for Louise to launch her Kickstarter campaign, it does not always mean that these Kickstarters would reach their monetary goals. Observing success and failure rates of plays that did and did not reach their monetary goals would have been a great piece of additional information that would have helped Louise to prepare herself for launching her Kickstarter campaign and to have a better understanding of what requirements would be necessary for her campaign to succeed.