**Kickstarting with Excel**

**Overview of Project:**

Louise a playwright, recently came up short of her fundraising goal for her play and would like to know if other fundraising campaigns were successful based on their launch dates and their funding goal amounts.

**Purpose:**

Analyze the given data set to determine the relationship between successful and failed fundraising activities based on "Launch Dates" and “Goal Amounts”.

Provide charts and graphs to explain these relationships and provide recommendation to improve the odds of future successful fundraising campaigns.

**Analysis and Challenges:**

**Analysis of Outcomes Based on Launch Date:**

The highest success rate is for campaigns launched in May at 67% with the second highest being the month of June at 65%. The lowest success rates being for those campaigns launched in December and January at 49% & 58% respectively.

<Outcome_vs_Launch_Data.png>

**Analysis of Outcomes Based on Goals**

As would be expected the lower the goal amounts the better chance of a successful campaign, where success is measured by reaching the goal amount. Theater “Play” campaigns, with goal amounts of 1,000 or less were 76% successful. The success rate declined as the goal amount increased until more campaigns failed than succeeded once the goal amount exceeded 20,000. However, from this data set there is an anomaly to the declining success rate, when the success rate of goal amounts between 35,000 and 45,000 did exceeding failures, which would go against expectations. This anomaly could be caused do to the small same size with only nine campaigns falling in that goal range.

<Outcomes_vs_Goals.png>

**Challenges and Difficulties Encountered:**

The challenge for me on this project was the lack of information and ability to determine how to account for things in the data that I think might impact on the analysis. Things such as multiple currencies, failed campaigns that had zero amount pledges, and lack of explanation on “spotlight” and “staff pick” campaigns.

**Results:**

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

Theater fundraising campaigns launched in late spring (Apr-May) and early summer (Jun-Jul) are more likely to succeed than those launched in the winter months (Dec-Jan).

More than half of the theater campaigns were launched during the five months of April – August.

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

Given the parameters of success being if a campaign reached its goal amount the lower the goal amount the more likely the success of the campaign.

**- What are some limitations of this dataset?**

The data set could use some scrubbing to ensure consistency and removal of outliers or incomplete data. (i.e., canceled fund raisers if no pledges received?)

Sample size became too small as you drilled into specific categories and sub-categories.

Limited date information to only launch and deadline, would have been nice to have pledge receipt date to determine if there were times when pledges were more likely to be received.

More information on “spotlight” and “staff pick”. No campaigned succeeded if it was not “spotlighted”.

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

Compare pledged amount with Goal amount to show a percent of goal reached.

Compare Launch date with deadline date to determine if the length of the campaign had some impact.

A stacked bar graph with the category / sub-category fundraised amounts.

Drill into the charts by country or by year