**Kickstarter Challenge**

**THE PURPOSE OF THIS ANALYSIS**

The purpose of this analysis is to analyze the outcomes of the subcategory “plays” by goal amount to see what percentage were successful and what percentage failed. By figuring this out we can put the goal amount at a range of where it will be most successful.

**Analysis and Challenges**

I performed my analysis by following the detailed instructions, I did however come across some challenges. I had trouble with the pivot chart which is weird because I thought that was my strong suite. After correcting some of the data in the chart due to forgetting to add a section, the row labels were all mixed up which made my graph look nothing like the one in the instructions. After correcting the row labels I found out that my COUNTIFS function where the greater than and lesser than symbols were located that they were backwards. After fixing those few challenges everything was smooth.



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

Two conclusions that I can draw from the Theater Outcomes based on launch date is that May and June seem to be the best time to launch a successful campaign. One other conclusion is that November and December seem to be the worst times to start a campaign.

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

I can conclude about the goals based of outcome is that if your goal range is from less than a $1000 to $4999 then you have a better chance at having a successful campaign.

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

The data given of how many people donated is a limitation of this dataset. One person could have donated a lump sum of money and that could be an outlier. Compared to a campaign having a 100 different people donating.

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

I would use a pie chart to show what percentage of countries were successful vs. failed. A pie chart would show the significance of starting a campaign in the US vs other countries.