# Kickstarting with Excel

## Overview of Project

### Purpose

Using a dataset of Kickstarter campaigns, data was analyzed to find the number of successful, failed, or canceled campaigns in the theater category based on the month of the year that they were launched.

Data was also analyzed to find the percentage of success a theater campaign has based on the funding goal amount.

## Analysis and Challenges

### Analysis of Outcomes Based on Launch Date

There is a general trend of more successes than failures, with few cancelations. May was the most successful month for campaigns, with 111 being successful. It also had the most total campaigns out of any month at 166, and the most failures at 52.

### Analysis of Outcomes Based on Goals

Goals less than $1000 are 76% successful, tapering down to 50% between $15000-$19999. Failures overtake successes in the $20000-24999 range, and peak at an 80% failure rate when the goal amount is between $25000-$29999. There is a 67% chance of a successful campaign if the goal is between $35000-$44999, but there are only 6 data points in that range.

### Challenges and Difficulties Encountered

## Results

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

You are more likely to have a successful campaign

Launching a Kickstarter In May would have the greatest likelihood to succeed.

Launching a Kickstarter in December is almost just as likely to fail as it is to succeed.

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

Goals under $15000 and goals between $35000-45000 have a better chance to succeed.

- What are some limitations of this dataset?

The data is only from a sample of 4115 Kickstarters, and a broader sample would give more accurate results.

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

# Kickstarter-Analysis-

# Kickstarter-Analysis