# Kickstarting with Excel

## Overview of Project

Louise is a Kickstarter that would like to analyze her Kickstarting Data set to visualize the following:

* Outcomes of the Kickstarter Campaigns based on Launch Date Chart specifically as it relates to the subcategory of Theatre.
* Outcomes of the Kickstarter Campaigns based on Goals Charting as it relates to the percentage of successful, failed and canceled plays.

### Purpose

The purpose of this analysis and charting is to understand how different campaigns fared in relation to their launch dates and funding goals.

## Analysis and Challenges

### Analysis of Outcomes Based on Launch Date

* Most campaigns were Successful while a little more than half of the amount that succeeded had failed for the Theatre subcategory. There were relatively few campaigns that were canceled for the theatre group.
* The trend in successful launches in the theatre subcategory during the year peaked in May and continued on a downward with only a slight deviation ion October and February.
* The trend for failed theatre kickstarter launches also peaked in May and October and followed a similar trend during the year as did Successful launches but at the lower incidence rate as referenced earlier.
* Canceled launches for theatre were mostly flat during the year but it should be noted that in October there were no cancelations.

### Analysis of Outcomes Based on Goals

* Goal amounts for were analyzed for successful, failed and canceled plays in relation to the magnitude of the goal with brackets in $5,000 increments except for $0 to $1,000, $1,000 to $4,999 and everything over $50,000. The charting was based on percentages.
* There were no canceled play launches. The majority of successful and failed play launches had goals in the $1,000 to $4,999 range with the $5,000 increments resulting consistent reductions until the $25,000 mark after which the incidence was negligible.
* The ratio of successful to failed play launches was roughly 3 to 1 under $5,000. Above that goal the ratio was more of one to one except after the $25,00o goal.It should be noted that failed launches for plays with goals over $50,000 was 14 while there were only 2 successful indicating that higher goals for plays are not very successful.

### Challenges and Difficulties Encountered

## Results

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

* Theatre launches were almost twice as successful as fails.
* The best time to launch a theatre kickstarter is Beginning in April and ending in October with may being the best month to launch.

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

* Lower goal amounts for successful play launches especially under $5,000
* Large goals, especially above $50,000 likely to fail.

- What are some limitations of this dataset?

* The data is a few years old and may not reflect current interest in kickstarting and or theatre and plays

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

* Look at these same charts for different subcategories.
* Revise the goal brackets brackets to focus on the under $25,000 range more to see what the optimal goal amounts should be.