**Kickstarting with Excel**

**Project Overview and Purpose**

In this analysis I helped a play writer (Louise), to uncover trends across various Kickstarter campaigns that sought to fund theater plays and were kicked off at different points throughout the year. By combing the data and presenting it in an easy-to-read pivot table and chart, I was able to draw conclusions that should lead to a more successful funding campaign.

The analysis’ purpose is to help Louise or any other user, be able to set up more successful Kickstarter campaigns so that they get fully funded. The analysis does that by presenting and uncovering underlying data trends which can be referenced in personal campaigns.

**Analysis and Challenges**

Our analysis began with a raw file of Kickstarter funding campaign data which needed to be scrubbed so that it only referenced campaigns related to theater/plays. I did this by adding filters to the necessary columns on the raw data sheet, in order to only view campaigns related to theater. Next, I only wanted to view campaigns that were either successful, failed or canceled, so I added another filter to exclude any on-going fundraisers.

From here I wanted to look at the data based on two key factors, the fundraiser’s launch date and goal. These would become two separate charts that would each view totals based on its theme. First, I looked at the totals for campaigns based on their launch date, and to do so I needed to create a pivot table that would show theater-based fundraisers and their outcomes. From there I used the pivot table to create a line graph that represented fundraiser outcomes based on launch dates. This is the graph that I created with those results.

Chart, line chart

Description automatically generated

Next, I wanted to go through a similar analysis, but this time look at theater-based fundraising campaign outcomes based on funding goals. For this analysis I used the raw data file, filtered it to theater only campaigns, and then created a new worksheet in excel to show results. I first created a data range in the new worksheet (based on campaign goals and labeled it “goals”. Next, I added an additional seven columns to the worksheet to represent the different outcomes and their percentages. Then I automatically input the results by using the “CountIf” function while referencing the raw data file. Using nested logic, I was able to get my “CountIf” formula to accurately return outcome totals and percentages for each funding goal range. Lastly, I created a graph to easily view the data trends.

Chart, line chart

Description automatically generated

One of the most difficult parts of this analysis was getting the pivot table to show results correctly. I have some experience formatting reports and I was eventually able to reverse engineer the table to get my desired results. Trial and error was my best friend in this case. Another challenge was making sure the logic in my “CountIf” formula was accurate. When working on a long formula it gets easy to have human error but luckily, I was able to get it figured out.

**Analysis of Outcomes Based on Launch Date**

Through my analysis I was able to determine that the most successful time to launch a theater fundraising campaign is in May and June. There is then a steady decline in successful fundraisers with launch dates from July-January and momentum picks back up in February and March.

**Analysis of Outcomes Based on Goals**

Based on my analysis there were a few trends that I uncovered. First, about half of all theater-based fundraisers set a goal of $1000-$4999, and of those projects, nearly 73% were successfully funded. As the fundraiser’s goal increased, there was a slight decline in its success rate, but the major drop off was the $24,999 benchmark where funding success fell 25%. In terms of total projects launched, there was another trend as only 153 of 1,042 total projects set goals for above $9,999.

**Results**

- What are two conclusions you can draw about the Outcomes based on Launch Date? 1. Fundraisers are best launch in May or June. 2. The worst time to launch a fundraiser is in the winter.

- What can you conclude about the Outcomes based on Goals? There is a sweet spot for goal setting with theater-based campaigns, campaigns with a goal of $4,999 or less have a 70% success rate.

- What are some limitations of this dataset? We don’t know the genre of theater being fundraised for, we don’t know the state or city in which the plays are being hosted. These limitations seem super relevant for a more in-depth analysis.