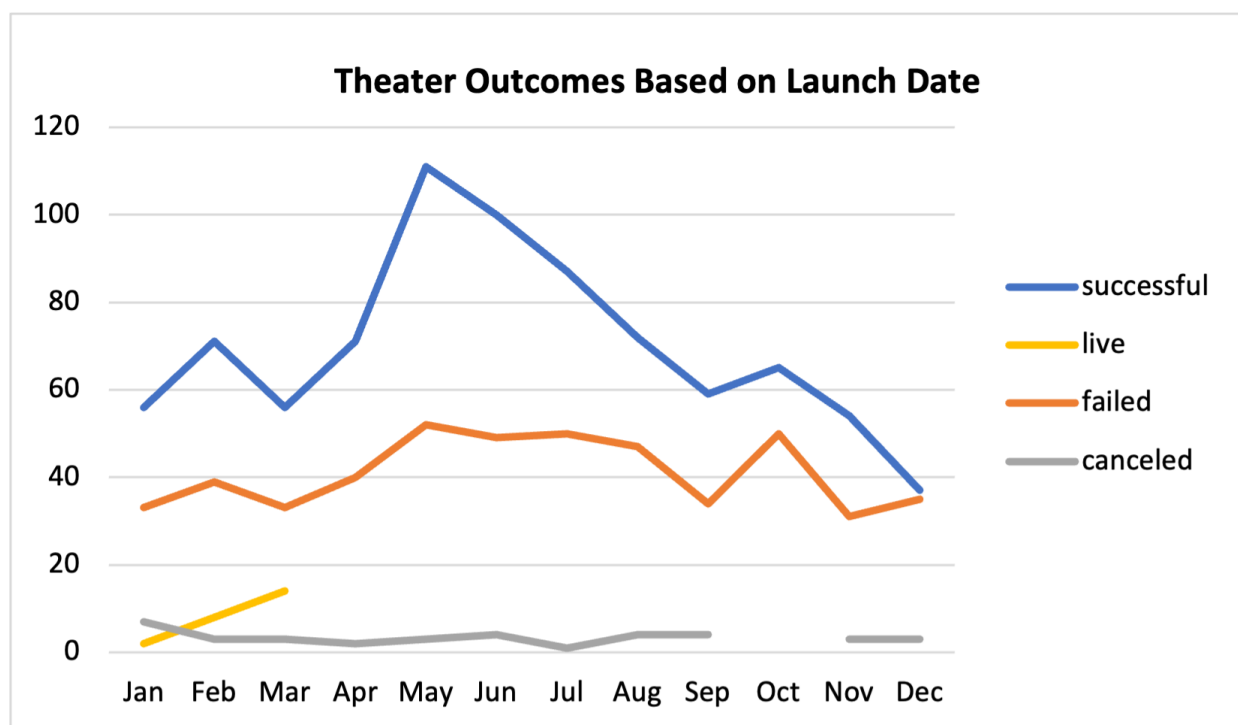# *Kickstarter-Analysis*

1. Overview of project

The purpose of the analysis is to figure out the different campaigns and how they fared in relation to their launch dates and fundraising dates. Throughout this project I was able to visualize and campaign outcomes based on their launch dates and fundraising goals. Throughout the analysis I had the pleasure of including line graphs that explained the data in deliverable one (Outcomes Based on Launch Date Chart) and deliverable two (Outcomes Based on Goals Chart).
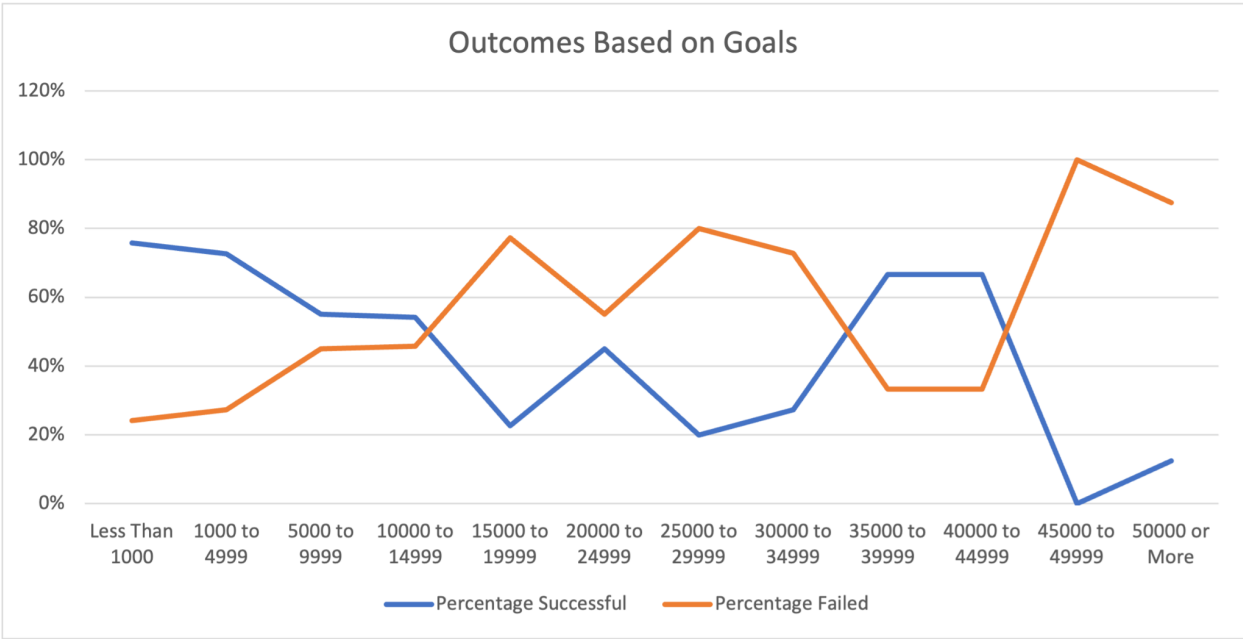
2. Analysis

I performed a couple of analyses within this project: Outcomes based on launch date chart and Outcomes based on goals chart. Below are pictures of the data I captured.

Within this line graph it explains the "Theater Outcomes Based on Launch Date", meaning that since January data percentages was captured on how successful the launch dates were (blue); the live outcomes in this scenario are not relevant

information (yellow); the percentages of failed outcomes; the percentages of canceled outcomes based on the launch date.

Within this line graph it is a great representation on the "Outcomes Based on Goals. The percentages of successful, failed, and canceled projects are calculated based on the data from the "Total Projects," "Number Successful," "Number Failed," and "Number Canceled" columns. The canceled column is not displayed because there was no data for that particular subject to be displayed. As for the successful and failed portion the line graph portrays the effect that the outcomes had based upon the goal quantification.

All in all there were no difficulties encountered on the development of this data. I would say the only challenge was eliminating the live section the "Theater Outcome Based on Launch Date". Other than that analyzing the situation was smooth sailing. For future reference I do believe that other graphs could possibly be used to portray the data just to get a different perspective of the data.

3. Results

Theater Conclusion:

Within the data from the "Theater Outcomes Based on the Launch Dates" I was able to deduce that there were more overall higher success rates than there were failed and canceled rates. That being said, the success outcomes based on the launch dates could be used for future launch dates to ensure more success.

Outcomes based on goals:

Within the data from the "Outcomes Based on Goals" It was about an even split based on the data provided. Between the percentage of succession and failure it was an obvious parallel.

Summary of limitations:

The limitations that each deliverable presented was similar in the fact that they lacked live data. Live data would have had the potential to produce outliers but it would also show the rawness of the data received. I would recommend other graphs to play for the next set of data only to see how it could be perceived from another point of view.