**Analysis of Kickstarter Challenge**

**Overview of Project**

The purpose of this analysis was to show changes and to track outcomes over a certain period. As you can see on the “Theater Outcomes vs Launch” chart we are trying to analyze the outcomes from the span of January to December. By analysing successful, failed, canceled outcomes you can also can kind of predict where the plays are headed to in the future. For the chart “Outcomes vs Goals” you can see the relationship between “Goal Amount Ranges” and “Percentages”. The line chart basically shows you the percentages of plays that were either successful or fail at different goal ranges.

**Analysis and Challenges**

I performed my analysis by creating tables and using the correct formula to get my answer. Couple of examples for the chart “Outcomes based on Goals” I used the formula “=COUNTIFS(Kickstarters!$F:$F,"successful",Kickstarters!$R:$R,"plays",Kickstarters!$D:$D,"<=1000") to get the answer for “Number of successful” column. While I went down each row, I changed the formula to get the correct number. Another formula I used on this chart was I used “=SUM” for the column “Total projects” which is basically you type in “=SUM(B2:D2)”. For the “Theatre Outcomes by Launch Date” chart I used the pivot table and dragged fields into different areas to create my table and after I hit create my chart and made a line graph. A challenge I faced in the “Outcomes based on Goals” chart was after getting the percentages, I tried getting rid of the decimals to get a whole number. So, what I did was I clicked on the percentage went on formatting cells and created a custom way to get rid of the decimals. What happened was all the formulas changed and I kept getting the wrong percentages. With quick thinking I re did the whole column and figured out a easier way to get rid of the decimals.

**Results**

Two conclusions I made about the Theatre Outcomes by Launch Date was firstly there was a big jump around May for the successful launch date and then it started going downhill all the way until September. Secondly the failed launch date was even and didn’t really have big spikes anywhere. What I concluded about the Outcomes Based on Goals chart was that they kind mirrored each other but in a opposite way. If you look “number of successful’ line was around at 80% in the “less than 1000” range. Then around 15000-20000 they flipped, and number of successful plays went down as the goal range went higher but around 35000 it started inclining then went back down around 45000. It was interesting to me how they were mirroring each other but in a opposite way. Other charts you can create for this data set instead of a line graph would be stacked area chart or scatter chart.