**OVERVIEW OF THE PROJECT:**

**PURPOSE:**

The purpose of this analysis was to paint a picture for Louise regarding how different campaigns managed in relation to their launch dates and their funding goals. It helped in quick visualization for Louise of the results.

**ANALYSIS AND CHALLENGES:**

**ANALYSIS OF OUTCOMES BASED ON LAUNCH DATES:**

The analysis showed that most number of campaigns were launched during the months of May – Aug. And most of the successful campaigns were launched during the summers, in May and June. There were not a lot of cancelled campaigns as compared to successful and failed, of them the most number of campaigns were cancelled during the month of Jan. Highest number of failed campaigns were also during the months of May and June, but they were still half of the successful campaigns. Overall, the successful campaigns were almost double of the failed campaigns.

**ANALYSIS OF OUTCOMES BASED ON GOALS:**

This analysis showed that the most number of campaigns funding goal was between $1000-$4999, of this number of successful projects were almost double of the failed projects. When the funding goal was between $45000 - $49999 only a single project was launched which failed. As the funding goal increased number of projects launched decreased, and number of successful projects launched decreased. Except with the funding goal of $15000 - $19999, the number of successful projects were equal to the number of failed projects. In this analysis we also observe that there was no project canceled.

**RESULTS:**

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

To conclude, the number of projects that were launched during the months of May and June were far successful as compared to other months. Interestingly, it can also be concluded that the number of successful projects were relatively more than failed in any given month except for the month of Dec, when the difference of successful and failed projects was almost negligible. The failed projects have been relatively linear throughout the months.

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

It can be concluded that with the funding goal of less than $1000 to $4999 most projects have been successful.

**What are some limitations of this dataset?**

One of the limitations is time constraint, as we know when the campaign was launched but we don’t have the information about when each project was ended. Some projects that are successful may have been live for longer period giving them more time to succeed as compared to others.

Other limitation can be sample size. Number of projects launched for each funding goal are quite different, therefore, the percentages of successful and failed are not reliable.

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

Stacked bar and funnel chart are some other possible charts to represent outcomes based on funding goals.

Clustered column and pie chart can be used as alternative to line chart to represent outcomes based on launch dates.