Kickstarting with Excel

# Overview

This project was created to see different startup campaigns and see which ones are successful and which ones were failed or canceled. This is so we can give the customer a visual of how she should start her startup and be as successful as possible.

# Analysis and Challenges

Analysis

From observation at the launch date for theater, May and June are when campaigns for plays is most successful and May, July and October are when campaigns most often fail. Another observation shows that campaigns that cancel are usually in January.

Chart, line chart

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It was most likely for your campaign was most likely to fail if your goal was 20000 to greater than 50000 from observation. from the outcome based on goals, most campaigns were successful with a goal from less than 1000 to 14999 dollars and there was a 50 to 50 percent chance to be successful or fail if your goal was 15000 to 19999 dollars. Another observation that was made was there was no canceled play campaigns.

Chart, line chart

Description automatically generated

Challenges

Most of the challenges that were encountered was in deliverable two. There was trouble with the COUNTIFS function. It took a few tries to understand this function but once it clicked on how it is supposed to be used, it was instantly correctly used. Secondly, it was often forgotten to use the equal sign before using an equation function. This made it hard to understand why an equation was not coming up until the realization that there was no equal sign.

# Results

A couple of conclusions that could be drawn from this is you are most likely to succeed if your goal is lower than higher. Secondly, it is best to launch your campaign around May and June because that’s were the most success is when it comes to launch dates. It can be concluded that the lower your goal is, the more success you will have. There were no limitations found when the project was being done. This is not saying there is none, just there wasn’t found now. Different variations of a line graph could have been used but also a scatter point graph would have been useful as well.