**Deliverable 3**

Project Overview and purpose:

The project is about Louise who wants to start a crowdfunding campaign to fund her play "Fever" with an estimate of over $10,000. With the help of multiple data organised and analysed, it would help Louise to understand specific factors and trends to make her campaign successful. The dataset contains different plays with different genres or subcategories, throughout different countries. It also states the goal amount for each play and an actual amount pledged and whether it was successful or failed or cancelled.

Overview of analysis:

The outcome of a particular project in a particular country is categorised as "Successful", "Failed", "Cancelled" and "Live". It is further divided into parent category and subcategory. Based on the data, we figure out certain trends i.e., ideal goal amount, time to launch campaign, final outcomes and help Louise to be successful. Out of all categories, we see theatre (plays) had maximum successful outcomes.

Challenges:

In the dataset, launch dates and end dates were not clearly mentioned in a date format. It basically looks like random digits. So, it was difficult to determine dates. We had to use a formula for Unix Time stamp converter to extract exact dates and change date settings in Home tab.

Conclusions and Findings:

We compared different categories against each other and analyse top three for Loiuse to understand how other campaigns fared. As we have analysed that Theatre category had maximum number of projects and successful outcomes followed by music and technology in terms of total projects and their outcomes. We have further analysed few factors in Theatre outcomes by launch dates and outcomes by goals.

Theatre outcomes by launch dates:

***Factor 1***: Throughout the years, for the first quarter we see a fluctuation in amount of successful projects. From April to May, we see a spike with 111 successful project campaigns and also 52 failed ones . In the second half, we see the number of successful campaigns decreasing until December while number of failed projects keep fluctuating.

***Factor 2***: For October, there were no cancelled projects even though we see an increase in the number of successful and also failed projects.

Theatre outcomes by goals*:*

Even though, Theatre is most successful category, we see a trend in goal outcomes. With goal amount of less than $1000, we see highest percentage of successful projects. As the amount increases by $5000, we see that percentage starts to dip and failed percentage starts to increase until $35000 and up to $45000. With the goal amount of $45000 and above failed significantly.

Limitations summary and recommendations:

After analysing this data and drawing a conclusion, there are a couple of limitations to this dataset and also other recommended graphs that can be further used

***1) Project categories in different countries***:

We see a chart for overall Theatre outcomes. However, we cannot see in which country it has been the most successful and also how it fared in different countries according to launch dates. We could use another pivot table and chart to show the countries and the difference. Also, we could use another pivot chart to draw comparisons between different plays in Theatre category and their outcomes.

***2) Difference in all categories outcomes for a particular month***:

After analysing Theatre outcomes based on launch dates, we see June has been an excellent month to launch a campaign but different categories have different successful launching dates. A pivot chart showing all categories would be helpful to draw comparisons, e.g., Music category fared better than Theatre in the month of February.