# Analysis and recommendation for campaign

## Overview of Project

Use Excel file to analyze the campaign data and find the effective way or strategy to raise the funding for Loise’s project

### Purpose

## Analysis and Challenges

* We use Excel file – specifically using functions like Pivot table, line graph and bar graph to find what factors might contribute the most success to a campaign. I think it is good to have the data from different countries. However, different countries have different culture factors that we might need to consider. It might be good to add more culture or local information from each country and make the data more completed.
* There is an excel challenge. When we are doing the count for the outcome. I was hoping using the filter and then count function to do it. However, if we use filter function, we can’t use count function together. This is why the module suggests to use COUNTIFS function to do all the filters and count at the same time.

### Analysis of Outcomes Based on Launch Date

### Analysis of Outcomes Based on Goals

## Results

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

* Our final analysis we are using “Theater” and looks like May will be a good time to do the campaign.
* I also notice that some of the years did really well and some years didn’t. Maybe we can look into some major events of the years and see which ones brought the campaign up or down.

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

Looks like the goals set up between 0~25,000 have higher chances to achieve (successful rate is 45%~76%). Maybe we will suggest having a smaller goal for funding projects and doing a good number of them is better than have a few big projects and have a higher chance to fail.

- What are some limitations of this dataset?

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