**Summary of Louise’s Kickstarter Data**

**Overview**

Louise needs help with her Kickstarter data. The purpose of analyzing this Kickstarter data is to help Louise spot trends that can lead her to managing successful campaigns. Louise estimates that her play will cost $12,000, so we used data from the Pledged column to research projects with a similar monetary goal. Using Excel, I filtered through this data to analyze it and provide insights based on the information I’m provided.

**Purpose**

The goal of this analysis is to see how different projects compared in relation to launch dates or funding goals. After analyzing this data Louise should be able to make a confident decision to increase her chances of having a successful campaign.

**Analysis of Outcomes by Launch Date**

In Deliverable 1, I organized the data using a Pivot Chart. I filtered the columns to show three outcomes. I set my rows to be the Date Created Conversion showing only the month. The line graph indicates that May and June are the peak successful times. Another observation that can be made by looking at this line graph is that overall, theater projects don’t get cancelled, indicated by the very low gray line at the bottom of the graph.

Chart, line chart

Description automatically generated

**Analysis of Outcomes based on Goals**

In Deliverable 2, I used formulas such as the COUNTIFS, and SUM to get the Percentage of successful, failed, and canceled plays based on the funding goal amounts. There were a range of dollar amounts, so I had to adjust the formula to match each “greater than or equal to” as well as the correct “successful, canceled, failed” criteria. I used the SUM function to fill the Total Projects column and calculated percentage by dividing the number of successful, failed, and canceled projects. Based on the line chart below, the highest number of successful projects had goals of less than $1000.

Chart, line chart

Description automatically generated

**Overall Difficulties**

The data in the outcomes based on goals chart with the columns listed 0-$50,000 was tedious to obtain. Using multiple criteria can get complicated if you aren’t careful when typing your formulas. Another speed bump was converting the Linux timestamps, a problem that was overcome after being walked through how to convert them to regular dates and being linked to the formula used to convert them. Another problem I ran into at first was trying to convert the years/quarters/etc. to months on the first Pivot Table. Then I learned how to Group them to find a solution.

**Results**

Two conclusions that can be drawn about the Launch Date is that May will be the best month to have projects because that is where the number of successful projects peaks. Another observation is that overall, theater projects have a very low number of cancelled projects, so they are a safe bet when it comes to the type of project to focus on.

A conclusion about the Outcomes Based on Goals is that based on the line chart, the highest percentage of successful plays had a goal of less than $1000. The highest percentage of failed plays was 100% which occurred with a funding goal of $45,000-$49,999. It would be beneficial to aim for a goal less than $1000 and not within the $45,000-49,999 range, which is way too high.

**Limitations of the Data Set**

Although the data set is narrowed down to plays, it does not specify on the types of plays that are more successful. If we had genres, Louise could select plays from that genre to generate the most revenue.

**Other Possible Tables or Graphs**

Another Idea for a line graph would be to show the correlation between the duration of a campaign and the chance of its success.