The purpose of this analysis is to show how the different factors associated with the campaign affected the outcome of the fundraising goals, also how they were affected by the launch date. This analysis is to help Louise visualize how these factors affected her fundraiser, also to help her determine how she can improve.

I analyzed this project by creating data visualizations that allowed me to view the different determining factors that affected the outcome of the funding goals. I was able to visualize it by creating a pivot table and pivot chart, I also filtered the pivot table to have a clearer view of the successful, failed and canceled outcomes of the fundraiser using launch dates and by their different categories.

One of the challenges I faced was determining the Counitfs and grouping the different categories of the outcomes. I was able to overcome this problem by making use of all my resources, watching tutorials, practicing the different outcomes.

Theater Outcomes Based on Launch Date

The result of the line chart shows a similar pattern in all the outcomes, we had more failed and canceled outcomes than live and successful outcomes. Successful and live outcomes were at their peak in the month of May, so was the outcome of failed and canceled outcomes. December had the lowest rates in all the outcomes. In conclusion, since there is a similar pattern with all the outcomes in certain months, I believe there is a relationship between all the outcomes in their respective launch date. Also, the most successful outcome and fails are in between the months of April and May.

Outcomes Based on Goals

The percentage of successful and failed outcomes where at its when goals were less than 1000 to when goals were 5000. Some outcomes also had no success and complete fails, while some were all successful. Therefore, I am concluding that there is a correlation between success and failed outcomes based on goals.