

MODULE 1 CHALLENGE

OCTOBER 2020

KICKSTARTER CHALLENGE



PREPARED AND PRESENTED BY

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OVERVIEW OF PROJECT: EXPLAIN THE PURPOSE OF THIS ANALYSIS



ABOUT ANALYSIS

Louise has identified the US based play Fever came very close to reaching its fundraising goal of 2885USD but fell 400USD short. Based on the data, Louise is now curious how other campaigns differed in relation from their launch dates to their funding goals.

Using the Kickstarter dataset we were provided, our goal is to put together visualizations of the outcomes to best represent correlations between launch dates and their funding goals.

ANALYSIS AND CHALLENGES: DELIVERABLE 1

Analysis Overview:

In this analysis we analyzed the outcomes of the campaigns which were, successful, failed or canceled based on launch dates.

Analysis:

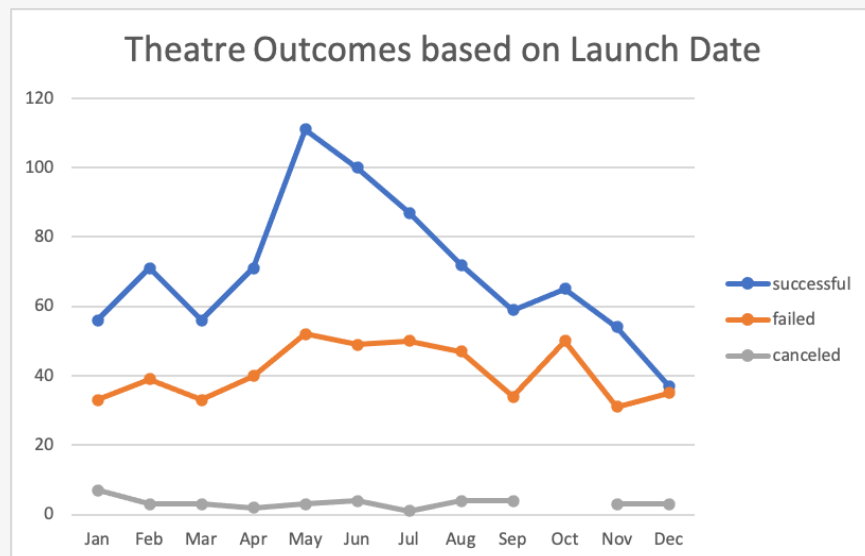
To create this pivot chart below we first had to add a new column to our data set, using the "YEAR()" function. From here, we were able to extract the year from the "Date Created Conversion" column.

When inputting our appropriate data into the pivot table, we added "Parent Category" and "Years" into our filter sections so we can further analyze and break down the date outcomes based on years and parent category. This is helpful because we only want to analyze the Parent Category "Theatre."

Finally, we added outcomes to our Columns to add our outcome categories- successful, failed or canceled. Along with the data associated with those categories to receive the numbers inputted into our chart. Date Created conversion was added to rows in the pivot table to represent our x axis.

Challenges:

Challenges I faced during this exercise include not being able to get my dates (Row Columns) into the correct grouping. Through the help of Teachers Assistants and Google search I was able to Group the dates together instead of having individual dates. Without this skill I would be unable to correctly make the pivot chart to accurately represent the data.



ANALYSIS AND CHALLENGES: DELIVERABLE 2

Analysis Overview:

The goal of this analysis was to visually represent the percentage of successful, failed and cancelled plays based on the funding goal amount.

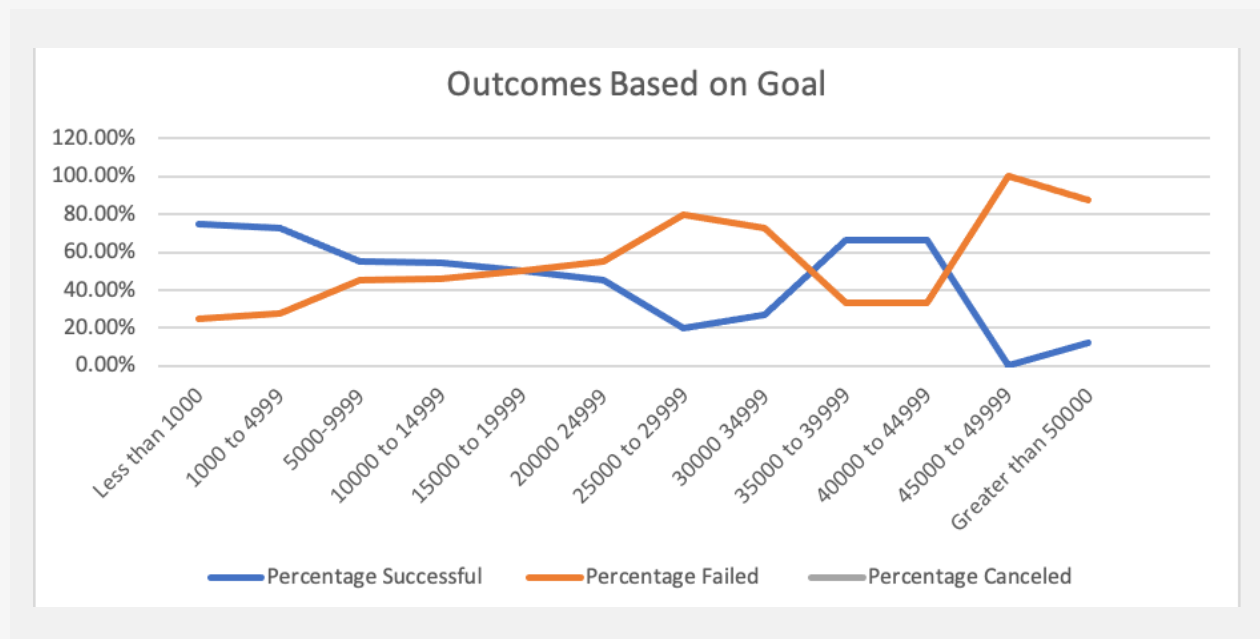
Analysis:

First, we created a new column to outline our goal ranges. I am sure there is a function that would automatically type in the ranges I would like to set but for this assignment I manually typed in all my ranges because of the small range set.

To fill in my data for “Number Successful,” “Number Failed,” and “Number Cancelled,” I used the COUNTIFS() function and set all my criteria for each column. From there, I used the SUM() function to populate the “Total Projects” column. Then was able to find percentages for each outcome.

Challenges:

Struggles I ran into while performing this analysis include, not setting my criteria correctly for each COUNTIFS() function. I found myself putting the great than or equal sign the wrong way in some, as well as adding the \$ symbol after each column.



RESULTS

Theatre Outcomes by Launch Date

The first conclusion I can draw from the Theatre Outcomes by Launch date is the month of May is the best time to launch at the theatre. With 111 successful outcomes out of 166 throughout the years tells us the month of May consistently performs well compared to other months.

Another conclusion drawn from the Theatre Outcomes by Launch Date is the month of December has the least amount of success with theatre launches. With 37 successful, 35 failed and 3 cancelled it is the worst month to launch in the theatre throughout the years.

Outcomes based on Goals

At the range of \$15,000 to \$19,999 there is a 50/50 chance of being successful or failing. Therefore, you have better odds setting your goal to less than \$1000, where 74.90% of goals are successful.

SUMMARY OF LIMITATIONS AND RECOMMENDATIONS

Lousie is trying to inquire about theatre outcomes based on launch dates and goals because her play fever came close to its fundraising goal in a short amount of time. Therefore, we should not only be looking at the Parent Category of Theatre but also the Subcategory of plays. Another limitation includes Louise play Fever is based in the US so we should be adding another filter of "country's" to see how other US theatre plays performed in comparison. Recommendations for Theatre outcomes based on Launch date would be to use a stacked bar graph and show the subcategories to capture "plays."

