**1: Overview of Project**

The purpose of this analysis was to gain exposure to data analysis through some of the more advanced functions of Excel through a fictional setting. Our job was to assist our friend Louise to help her gain a better understanding of how she could obtain funding for her own play. In this project, we looked at a dataset of various “kickstarters” and the details that went along with each individual kickstarter, including goal, amount pledged towards that goal, if it was successful or not, date started and ended, the specific category it was in, etc. We used this data and our understanding of Excel to be able to give Louise advice on the best way to accomplish her goal, and what she could expect going in to pitching her idea.

**2: Analysis and Challenged**

I performed my analysis on two different ideas on the data. My first analysis was on the theater outcomes, and how that correlated with the date that the kickstarter was created. This helped me to understand if the timeline of the creation of the play had anything to do with the success rate. For this analysis, I converted the launched\_at data into a readable date, then took the year from each of those dates and looked at it month by month and if it was successful or not.

My second analysis was on the outcome of the kickstarter based on its goal. In this analysis, I saw the success rate of theater kickstarters based on how much the goal was set at. In doing this, I broke up the goal amount into 12 brackets starting with goals set under $1000 going all the way to goals set over $50,000. Afterwards I took the number of kickstarters that were successful, the number of kickstarters that failed the goal amount, and the number of kickstarters that were canceled for each bracket. Finally, I took the total number of all the kickstarters in that bracket and broke them into percentages based on their outcome.

Some challenges I faced when performing this analysis are that I had trouble extracting the correct data for each of conclusions. When getting the data to see the outcomes based on their launch date, I did the analysis on the Date Ended Conversion instead of the Date Created Conversion. This threw me off for an entire evening, and it was not until I stepped away and looked at it again the following day did I realize my mistake. When performing the Outcomes Based on Goals analysis I did relatively the same thing. I did the analysis on the amount pledged instead of the goal amount. This threw off my results and again, I had to look at it the next day with fresh eyes to understand where I went wrong. This really goes to show how drastically your results can change based on a simple mistake, luckily these were both easily fixable and I ended up with the results I was looking for.

**3: Results**

One conclusions we can draw about the data from Theater Outcomes by Launch Date are that the kickstarters that were launched in May had the biggest success rate, then had a gradual decline in success every month after that until October. This could be from the influx of cash people get from their tax return; they are good Samaritans and love helping kickstarter projects. A second conclusion we can draw from this analysis is that the number of kickstarters that failed stayed relatively consistent throughout the year. This number ranged from 31 to 50, whereas the amount of kickstarters that were successful ranged from 37 to 111. To me this states that the number of kickstarters that were launched in a single period did not matter. What looked to the main driver of success in our analysis was when the kickstarter launched.

I can conclude from the Outcomes Based on Goals analysis is that most outcomes were successful when they were less than $5,000 and surprisingly when they had a goal of $35,000 to $45,000. I can understand why they were successful when they were under $5,000, most likely they were easy to fund since they did not require too much. However, it is interesting that the success rate increased when it fell into a higher goal range. For the two brackets that were $35,000 to $39,999 and $40,000 to $44,999, two out of three kickstarters were successful. My best guess as to why this is that people would be more inclined to fund a project if they are expecting a big, spectacular production that costs more, but will also be a more marvelous experience to see.

A limitation to this dataset are that there was not any data on what was included in each kickstarter. If there was a breakdown of what the money would be used for I feel like our analysis could have been much deeper. However, that would have been an entire dataset by itself, and we would have had to look into so many more factors that could have affected the outcome.

Some other possible graphics that we could have used are a clustered column for the Theater Outcomes by Launch Date. That chart would have shown the results of each month side by side, and given us the lowest and highest successes and failures. For the Outcomes Based on goals analysis a 100% stacked column chart would have been good to use. This would show us the outcome percentage for each price bracket, but may have not relayed the information we were looking for as nicely as the line graph.