Overview of the Project

The purpose of this project is first, to analyze the performance of different campaign categories over the years (2009 to 2017) by looking at their outcomes (Successful, Failed, and Cancelled) rates and trends during a 12 months period in order to predict when a campaign is most and least successful throughout the year.

Second, to discover at the percentages of each outcome (in this case for Subcategory Plays) based on goal amount ranges in order to see which Goal’s amount and ranges are doing better or worse than the others. This will help Louise to plan the kind of future plays and campaign goals she wants to prepare in order to achieve the highest successful outcomes.

Analysis and Challenges

Results

Louise’s play *Fever* came close to its fundraising goal in a short amount of time. Now, she wants to know how different campaigns fared in relation to their launch dates and their funding goals. Using the Kickstarter dataset that you’ve already combed through, you’ll visualize campaign outcomes based on their launch dates and their funding goals. You’ll then submit a written report based on your analysis and the visualizations you create.

Now we can see that our data is stored in columns A through N and rows 1 through 4115—that's a lot of data! Let's break down some of the information we're working with:

* The Goal column tells us how much money each campaign will need to succeed.
* The Pledged column tells us how much each campaign actually made.
* The Outcomes column tells us if the campaign met its goal.
* The Country column lists the country in which the campaign was started.