**OVERVIEW OF THE PROJECT:**

This Kickstarting with Excel project is to create a visualization of the campaign outcomes based on the data available from the past events. A client wants our help figuring out how different campaigns managed in relation to their launch dates and their funding goals. She, herself came very close to her funding goal in a very short amount of time.

**ANALYSIS AND CHALLENGE:**

The main purpose of the project was to find out the success and failure rate of the theatre/play campaigns based on their launch date and their funding goals.

THEATRE OUTCOMES BASED ON LAUNCH DATE:

Subcategory “theatre” and the month it was launched on was used to figure out the trend of outcomes based on the data provided. We used pivot table and linear graph to visualize the trend as shown below in the picture.

A close up of a map

Description automatically generated

As shown above, May is the most successful month.

OUTCOMES BASED ON GOALS:

Funding Goals and the outcome of the campaign based on that goal was analyzed to compare the data provided. We used pivot table and linear graph to visualize the trend as shown below in the picture.

A close up of a map

Description automatically generated

As clearly concluded in the above picture, goal of less than 1000 is the most successful with lowest failed percentage.

I faced a few challenges while working with the Pivot table. I was having hard time deciding the rows and columns while creating one. Also, adding filter to the pivot table was very confusing to me. I overcame this challenge by going back to review the modules and watching the hint videos available. It also took me a little bit of time to understand the COUNTIFS() formula as I would miss something when using the formula as it was completely new to me.

Again, I watched the hint video to understand it.

**RESULTS:**

* It can be concluded from the Theater Outcomes Based on Launch Date analysis that the campaigns were most successful in the month of May. It is the best month to organize a campaign based on the data outcomes.
  + Also, December is the least successful month in terms of campaigning.
* The most successful project was when the goal was less than 1000 with 76% success rate.
* If the data is obtained through survey, it might not be accurate as sometimes people do not tend to provide correct information. The data could also vary depending on one’s interest in this sort of campaign. The outcome of the data might not be relevant to future campaign performance.
* We could have created a comparison table/graph of outcome in different countries/currency as cultural values/interests is one of the most important variable when collecting data.