**Purpose of the Project**

The Purpose of this project is that Louise wants to figure that how the theater campaign has worked out in respect of the meeting their goal of raising the funds based on their launch date and their funding goals. Her latest play Fevercame is close to meeting its funding goal in a short amount of time.

**Analysis**

I have performed two analysis on the Kiskstart data of Louise.

* Theater outcome by Launch date
* Outcomes Based on Goals

**Theater outcome by Launch date**

In this, we have analyzed the final outcome of the campaign based on the launch month of the campaign. The screenshot presents the tabular presentation of the analysis where number of Successful, Failed and Cancelled campaigns are shown.

|  |  |  |  |
| --- | --- | --- | --- |
| **Month of Launch** | **No. of successful** | **No, of Failed** | **No. of Canceled** |
| Jan | 56 | 33 | 7 |
| Feb | 71 | 39 | 3 |
| Mar | 56 | 33 | 3 |
| Apr | 71 | 40 | 2 |
| May | 111 | 52 | 3 |
| Jun | 100 | 49 | 4 |
| Jul | 87 | 50 | 1 |
| Aug | 72 | 47 | 4 |
| Sep | 59 | 34 | 4 |
| Oct | 65 | 50 | 0 |
| Nov | 54 | 31 | 3 |
| Dec | 37 | 35 | 3 |
| **Grand Total** | **839** | **493** | **37** |

**Outcomes Based on Goals**

In this, we have analyzed the no. of campaigns who were successful in achieving their, those which failed and cancelled. Goal amount has been divided into various ranges to help the analysis. The screenshot presents the tabular presentation of the analysis where number of Successful, Failed and Cancelled campaigns are shown.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal** | **Number Successful** | **Number Failed** | **Number Canceled** | **Total Projects** |
| Less Than 1000 | 141 | 45 | 0 | 186 |
| 1000 to 4999 | 388 | 146 | 0 | 534 |
| 5000 to 9999 | 93 | 76 | 0 | 169 |
| 10000 to 14999 | 39 | 33 | 0 | 72 |
| 15000 to 19999 | 12 | 12 | 0 | 24 |
| 20000 to 24999 | 9 | 11 | 0 | 20 |
| 25000 to 29999 | 1 | 4 | 0 | 5 |
| 30000 to 34999 | 3 | 8 | 0 | 11 |
| 35000 to 39999 | 4 | 2 | 0 | 6 |
| 40000 to 44999 | 2 | 1 | 0 | 3 |
| 45000 to 49999 | 0 | 1 | 0 | 1 |
| Greater than 50000 | 2 | 14 | 0 | 16 |

**Challenges faced**

The challenge which I faced in the analysis was that the data was very heavy with multiple number of rows and column. I have overcome the same by focus more on applying the excel functions carefully and verifying the results with the base data.

**Conclusions from Theater Outcomes by Launch Date**

* The campaigns which are launched in the month of May and Jun are more successful.
* In Dec month, the failed no. of campaigns is almost equal to no. of successful campaigns

**Conclusions from Theater Outcomes based on Goals?**

* The campaigns which have goal to raise the fund more than $45,000 are 88% failed.

**Limitation and Additional table/graphs**

The Limitation of the data set is that the dateset is very heavy. The Additional table/graphs which we can prepare is on average donation in the month launch or the how much was the pledged amount increased from the goal amount etc.