Written Analysis of the Kickstarter Project – Challenge 1

1. Overview of Project:

The Purpose of the Analysis:

Deliverable 1:

The overall of the data of the Kickstarter is providing a list of projects that implemented for fundraising. Some of those projects fundraising which were in deferent categories and were pledged in different timings turned to be successful, some has turned to fail and some ended up to be cancelled.

Our analysis to the document was to find the percentage of theater projects outcomes based on launch date, the percentage of being successful, failed or cancelled

Chart, line chart

Description automatically generated

Deliverable 2:

The second part of the project is to show the chart of the percentage of each of the outcomes based on their Goal amount, weather they were successful, failed or cancelled showing the interval of the amounts based on Goal for each

Chart, line chart

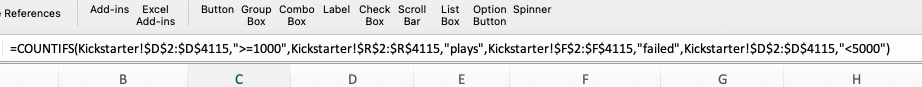
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1. Analysis and Challenges:

Analysis:

We can draw analysis for each outcome as to when it would be best to launch each of the category and subcategory and find out which category is best to perform for best ROI

Challenges:



The challenges that I faced was implementing the countifs equation on the rest of the chart cells. I have tried several times and wasn’t able to obtain the graph chart as provided. However after research I was able to find that I must ensure the cells stay static on both columns and rows

1. Results:
2. What are two conclusions you can draw about the Theater Outcomes by Launch Date?
   1. May and June were the highest successful months for the Theater outcome
   2. Very low cancellation percentage throughout the year for theater
3. What can you conclude about the Outcomes based on Goals?
   1. Theater is a successful business idea, given it has higher success percentage than failing
4. What are some limitations of this dataset?
   1. We are unable to assess and analyze each of the parent category separately unless we can extract the film and videos separately
5. What are some other possible tables and/or graphs that we could create?
   1. We could create tables for each of the other subcategory and graphs to determine the successful, failed or cancelled for each of the other outcomes