**Kickstarting with Excel**

**Overview of Project**

Background:

Louise’s play *Fever* creates a fundraising goal over a short period of time.

Purpose:

The purpose of this project is how different campaigns fared in relation to their launch dates and their funding goals by considering two analyses: outcomes based on goals and outcomes based on launch date.

**Analysis and Challenges**

Analysis:

Created and interpreted charts, line graphs & pivot tables to analyze data using the counts & percentage of outcome, focussing on theater by comparing the number of “successful”, “live”, “failed” & “canceled” based on their launch dates & goals. Further to visualize the data and determine goals based on each criteria the number of successful, failed & cancelled is calculated using the line graph along with the percentages for each outcome based on launch dates and goals.

Challenges:

* To find the year from the serial number of the launched date column by creating a date conversion from the given serial number.
* Filter only the theater and plays separately from the category and subcategory column using the IF condition formula.

**Analysis of Outcomes Based on Launch Date**

Using the analysis of outcome based on launch date by creating a pivot table with the appropriate required fields which helps to determine the count of outcomes. By focussing only on theaters campaign the count of outcomes are determined as “successful”, “live”, “failed” & “canceled” along with the sum of total counts for all the outcomes for each month.

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**Analysis of Outcomes Based on Goals**

Using the range on goals as mentioned below, the COUNTIFs function is used to populate the "Number Successful," "Number Failed," and "Number Canceled" columns, based on the project "outcome," the "goal" amount and the Subcategory "plays". Further to determine goals based on each criteria the number of successful, failed & cancelled is calculated using the line graph along with the percentages for each outcome and goals.

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**Challenges and Difficulties Encountered**

To populate the "Number Successful," "Number Failed," and "Number Canceled" columns, based on the project "outcome," the "goal" amount and the Subcategory "plays" using COUNTIFs function.

**Results**

**-What are two conclusions you can draw about the Outcomes based on Launch Date?**

* The number of successful campaigns is higher in comparison to failed & canceled. Most of the campaigns were able to meet their goals.
* The number of successful campaigns for theater/plays is “111” and ranks highest for the month of May.
* There were zero cancelled campaigns in the month of October.

**- What can you conclude about the Outcomes based on Goals?**

The percentage of successful campaigns are inversely related to the percentage of failed campaigns as per the outcome based on goal ranges.

**- What are some limitations of this dataset?**

Identify the potential donors for fundraising campaign strategy to determine the outcome based on goals.

Frequency – How often people are donating to the organisation? How often are they willing to donate for these campaigns?

**- What are some other possible tables and/or graphs that we could create?**

A line bar graph can be created to have an easy understanding of the outcomes as mentioned below.

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