**Louise’s Campaign**

1. **Overview of Project**

The overview and purpose of this project is to help Louise understand the way her campaign works from start to finish. We will effectively organize and analyze the data to determine the factors that make a campaign successful. We are focusing on the outcome from other campaigns.

1. **Analysis and Challenges**

The data was used to show how various similar campaigns raised money to meet their goals. We filtered the data from their Theater funding goals, the amount pledged and the outcomes from whether they succeeded, failed or got canceled. Most of the challenges included understanding how the data is manipulated to come to the correct outcome. It took a lot of practice using formula and filters to get a clear picture of the analysis.

1. **Results**

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

One conclusion is that the successful and failed outcomes were very similar especially from Jan - April and August - Dec. Another conclusion we can draw is that the canceled outcome had basically the same results all year.

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

We can conclude that the outcome of the percentage funded, and the percentage failed were the opposite of each other.

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

The data set does not focus on the cost of managing the campaign which includes paying for resources (e.g., staff, computers, training).

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

The difference in pledge amount based on country or which category was funded the least to the most.