# Kickstarting with Excel

## Overview of Project

The data provided is of various Kickstarter campaigns and their demographic variables and outcomes. From the given data, other variables can be calculated.

### Purpose

The purpose of this analysis is to evaluate theatre and play Kickstarter outcomes. The analysis looks at if the theatre and play Kickstarters are successful, have failed, or were canceled. Further, the theatre outcomes are based on launch date and the plays are based on goals. Using this analysis for the theatre shows, we can tell the best time of year to launch a Kickstarter to increase its chance of success; similarly, we can determine a goal for plays to have the highest chance of success.

## Analysis and Challenges

The theatre analysis utilized a pivot table then was used to create a line graph of outcomes.

The play analysis utilized a table based on referencing and filtering the Kickstarter data. To filter the data, the following formula was used: “=COUNTIFS(Kickstarter!F:F,"successful",Kickstarter!D:D,"<1000",Kickstarter!R:R,"plays")” in this instance, the formula is filtering by if the outcome was successful, the goal was less than 1,000, and the subcategory was plays. This same formula was utilized (and modified) for each cost range and outcome of the plays. From there a total for each cost range was created using the sum function, then percentage was calculated.

One of the most challenging steps in this analysis to make sure the correct columns are selected. Just copying and pasting the formula from one file to another will not have the same results as the necessary data may be in another column.

### Analysis of Outcomes Based on Launch Date

This analysis looked at theatre Kickstarters’ results based on launch date. Of the theatre Kickstarters, there are more successful than failed and canceled campaigns each month. However, in December, the number of successful and failed campaigns are indistinguishable in the line chart.

### Analysis of Outcomes Based on Goals

This analysis looked at plays’ Kickstarters results based on goal ranges. While there are no play Kickstarters that were canceled, there is no consistency of more successful campaigns than failed.

### Challenges and Difficulties Encountered

With this much data, is important to make sure all of the tables are referencing the correct data fields.

It is important to realize that these charts do not provide statistical differences.

## Results

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

Every month there are more successful campaigns than failed campaigns.

Every month there are more failed campaigns than canceled campaigns

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

There are no canceled campaigns for plays

- What are some limitations of this dataset?

Statistically significant differences are not calculated in this analysis

While you see the total amount pledged and the number of donors, you cannot see the range of individual donations made.

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

Comparing successful, failed, or canceled outcomes amongst the subcategories