# Kickstarting with Excel

## Overview of Project

The Overview of the project was to help Louise analyze the data on the fundraising campaigns, with the given attributes fundraising goal, pledged amount, outcomes of if it was successful or failed, country, currency, deadline for the goal, when the goal was launched, if the play was a staff\_pick, how many backers supported the project, if it was a spotlight show, category and subcategory of the genre, percentage funded (pledged/goal) ,average donation (pledged/ backer\_count) .

### Purpose

The purpose was to attempt to find if there were any significant correlations in the data set in order to prove to Louise if there would be an ideal situation to fundraise a play.

## Analysis and Challenges

Based on the data there was 1651 total successful campaigns, 1097 failed out of 3038 total. The percentage of successful fundraising events is 54.3% and the percentage failed is 36.1%. the most successful parent category based on successful percentage would be music at 77.0% and the least would be games at 20.2% not including journalism because the sample size is too small to compare.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcomes** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 31 | 130 |  | 261 | 422 |
| food | 15 | 115 | 4 | 34 | 168 |
| games |  | 96 |  | 52 | 148 |
| journalism | 23 |  |  |  | 23 |
| music | 19 | 110 | 17 | 490 | 636 |
| photography |  | 72 |  | 62 | 134 |
| publishing | 22 | 87 |  | 69 | 178 |
| technology | 121 | 138 |  | 158 | 417 |
| theater | 26 | 349 | 12 | 525 | 912 |
| **Grand Total** | **257** | **1097** | **33** | **1651** | **3038** |

### Analysis of Outcomes Based on Launch Date

Based on the Data for the outcomes based on month, the findings show that it is the highest number of successes are between April and August but May and June being the highest at 111 and 100, respectively. The Lowest number of successful is December, at 37 and November, at 54. However looking at the number of successes or fails is not a big enough indicator because even though November has a low number of success but the percentage of success is 61% which is at average. but December is at 49% which is far below the average. On this data I can state that May and June have the highest success rate. May’s success rate is 66.9% and June’s is 65.4%

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of outcomes** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| **Jan** | **56** | **33** | **7** | **96** |
| **Feb** | **71** | **39** | **3** | **113** |
| **Mar** | **56** | **33** | **3** | **92** |
| **Apr** | **71** | **40** | **2** | **113** |
| **May** | **111** | **52** | **3** | **166** |
| **Jun** | **100** | **49** | **4** | **153** |
| **Jul** | **87** | **50** | **1** | **138** |
| **Aug** | **72** | **47** | **4** | **123** |
| **Sep** | **59** | **34** | **4** | **97** |
| **Oct** | **65** | **50** |  | **115** |
| **Nov** | **54** | **31** | **3** | **88** |
| **Dec** | **37** | **35** | **3** | **75** |
| **Grand Total** | **839** | **493** | **37** | **1369** |

### Analysis of Outcomes Based on Goals

According to this data we can derive that until 25000- 29999 there is a negative correlation for success percentage, as the goal went higher the success percentage went down. In the lowest goal bracket with less that 1000 it had the highest success rate, then progressively gets lower with each bracket going from 73, 55,54, 50, 45,20%. We cannot say that with higher goals there is higher success. We cannot say this because after 30000 there is no correlation. The success percentage going up to 27, 67,67 then down to 0 then back up to 13% at the highest goal bracket.

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | Percentage Successful | Percentage failed | Percentage Cancels |
| Less Than 1000 | 75% | 25% | 0 |
| 1000 to 4999 | 73% | 27% | 0 |
| 5000 to 9999 | 55% | 45% | 0 |
| 10000 to 14999 | 54% | 46% | 0 |
| 15000 to 19999 | 50% | 50% | 0 |
| 20000 to 24999 | 45% | 55% | 0 |
| 25000 to 29999 | 20% | 80% | 0 |
| 30000 to 34999 | 27% | 73% | 0 |
| 35000 to 39999 | 67% | 33% | 0 |
| 40000 to 44999 | 67% | 33% | 0 |
| 45000 to 49999 | 0% | 100% | 0 |
| Greater than 50000 | 13% | 88% | 0 |

### Challenges and Difficulties Encountered

## Results

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

Two conclusion that can be made is that the two months that had the most successful fundraising campaigns are may and June, another conclusion that can be made is that November and December have the least amount of successes.

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

Based on the Outcomes based on goals we can determine that the highest success rate is at less than 1000 and 1000-4999. We cannot say there is a correlation between goal size and success rate

- What are some limitations of this dataset?

Some limitations on the dataset is that it doesn’t show hwo affluent the area may have been for the fundraising campaigns. For example, there may have been a higher rate of success if there started their campaign in an area in a wealthy area. The data also does not show if the economy with was not doing great at the time. If the economy was bad then it may have had a lower success rate.

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

We could have looked to check on the economy had looked at a success rate base on year and see if there was anything significant or could have checked base on country to see if there was a country that was more well off or donated more.