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Module 1 Challenge: Kickstarting with Excel

**Overview of Project**

The purpose of this analysis was to find how fundraisers functioned based on their funding goals or when their launch date was. By demonstrating the Excel skills learned in the first module, we can find this information and create graphics depicting the data.

**Analysis and Challenges**

To find how successful a campaign was based on its launch date I created a pivot table, filtering it by “Years” and “Parent Category.” I then placed “Launch Date Conversion” under Rows and “Outcomes” under Columns. I grouped the launch date to convert it into months so that the data was more specific and easier to interpret. I then created a line graph depicting the data, as seen below:

Chart, line chart

Description automatically generated

To find how a campaign’s goal affected its outcome, I used the ‘=COUNTIFS’ function on excel to filter the data to count the information I needed. For example, to find how many campaigns that had a goal of less than $1000 were successful, I inputted: ‘=COUNTIFS(Kickstarter!D:D, "<1000", Kickstarter!F:F, "successful",Kickstarter!R:R, "plays")’ This allowed me to tell Excel that I wanted it to focus on a specific monetary goal, that was successful, and was in the subcategory of “plays.” When typing the function into Excel, I came into a problem where it would select the wrong column I needed to categorize, therefore changing my results. I noticed that when I would check my work by using the ‘=COUNTIFS’’ function against the sum of the number of campaigns the numbers weren’t the same. So I went through each cell to find my errors and correct them. After converting the data to percentages, I created another line graph depicting the data, as seen below:

Chart, line chart

Description automatically generated

**Results**

1. What are two conclusions you can draw about the Theater Outcomes by Launch Date?
   1. Two conclusion that I can come to about the Theatre Outcomes by Launch Date are: 1) That among the successful kick starters, they were highly successful in May. 2)Even though the failed campaigns didn’t vary too much throughout the year, it seemed to have peaked in May and October.
2. What can you conclude about the Outcomes based on Goals?
   1. When looking at the Outcomes Based on Goals, I can see that the percentage of campaigns that were successful and the percentage of campaigns that failed have an inverse relationship.
3. What are some limitations of this dataset?
   1. Some potential limitations on this data set are that one of the factors that could determine a campaigns success is whether or not the play is liked by audiences and what donor preferences are.
4. What are some other possible tables and/or graphs that we could create?
   1. Other graphs that we could create is one comparing the outcome to what country it originates from, to see if different countries yield different results. We could also create a graph depicting whether how many backers a campaign has also affects its outcome.