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MSU Bootcamp

Module 1 Challenge

Analysis of Successful, Canceled, and Failed Shows

**Overview**

The analysis’ objective was to find out how different campaigns fared in relation to their launch dates and funding goals. The analysis will visualize the campaign outcomes according to their launch dates and funding goals. For the analysis we used PivotTables and various charts and graphs to show the goals and success or failed rate the type of show had.

**Analysis and Challenges**

Throughout the analysis I used different charts and graphs to visually display the outcomes of each category of plays. To get a good sample for the analysis, we used multiple categories of entertainment and countries. The PivotTable tool was useful to select the appropriate samples for our rows, columns, filters, and counts. The biggest challenge I had was applying the COUNTIFS() function appropriately to find out the total number of successful, canceled, and failed outcomes by the ranges of goals.

**Results**

**Conclusions**

**Chart 1**

The two line charts listed below have clear, visible data results. The line chart titled “Theater Outcomes” shows that the successful outcomes have a marginally higher outcome than the failed and canceled. Canceled appears to be stagnant throughout the chart and very few shows get canceled.

**Chart, line chart

Description automatically generated**

**Chart 2**

The second chart titled “Outcomes vs. Goals” shows that the failed outcomes triumph the successful outcomes in the middle of the graph. The canceled outcomes have a similar appearance as the “Theater Outcomes” chart. The successful has the highest percentage with the goals less than 1000.

**Chart, line chart

Description automatically generated**

**Limitations**

The limitations of this study were that we did not have data signifying how they advertised or supported the show in question. The data can also be skewed due to the different currencies of each country. The best way of displaying how much they made is keeping it in the same currency. That way, we will be able to visually see better on how the goal and success rate correlate with each other.

**Other Calculations**

In the limitations section I briefly explained how the different currencies in the spreadsheet could have skewed the charts and graphs we used to visually show the results. A calculation we could have used was converting every different type of currency to one currency. This would assist with the way the chart looks and assist someone that might only be able to understand one currency. We could have also taken out the shows that produced nothing. These could have skewed the data one way and be unnecessary for the data set.