# Kickstarting with Excel

## Overview of Project

### The purpose of this analysis is to create an analysis with data collected from an excel for Louis as she navigates the production for her play *Fever*, for which she was very close to raising her funding goal. This excel uses data to create visual charts to easily identify trends for the theater category that Louis is interested in, mainly focused on the funding trends by launch date and their funding goals to identify trends in success and failed.

## To perform my analysis, I created 2 sheets focused on Theater outcomes by launch date and outcomes based on goals. To created the sheet focused on “Theater Outcomes by Launch date”, I made a pivot table using the fields “parent category” and “year” as the filters, “outcomes” as the legend and values, as well as “date created conversion” as the axis. By creating this pivot table, it identified the successful, failed, and canceled plays by launch date, which is shown in the table by months. Following this, I added a Pivot table to show the trends month over month for all 3 column labels. For the sheet “Outcomes based on goals”, I used “COUNTIFS” to pull data from the main data sheet to categorize the number of successful, failed, and canceled plays into goal funding. From there I was able to identify a percentage of each to create a line graph to show the trend of successful and failed plays with a connection to funding.

### Analysis of Outcomes Based on Launch Date: What I can identify about outcomes based on launch date is that there is a current trend showing that plays during the Months of May and June are the most successful compared to months between September-March. If Louis was to acquire her funding and launch her play, the best time to release it would be during May and June.

### From the chart I created for the Analysis of Outcomes Based on Goals, I was able to identify that the most successful plays have a funding of less than $1000, with an additional likelihood of success between $35000 to $40,000, if Louis had the additional funding available. The chart also shows that having more than $45,000 in funding does not guarantee a higher success percentage, meaning she should not get discouraged that she did not raise that amount of funding.

### Challenges and Difficulties Encountered: The challenges I encountered was with the “COUNTIFS” section, ensuring you have no typos and have the correct symbols to ensure you are pulling the right data and that the program knows what to pull. I went through my equations several times to identify where I was having challenges and was able to spot these problems with some dissection. A possible graph that could have been used was a stacked bar graph to show in each column what the amount of successful, failed, and canceled plays were associated to which goal amount or month. The only challenge is that you will not spot a trend as quickly as you would with a line graph.

##What are two conclusions you can draw about the Outcomes based on Launch Date? The best time for Louis to launch her plays is during the months of May and June due to a trend of other plays having a larger success margin during those months. Secondly, you see an upward trend of failed plays and a downward trend of successful plays mainly starting in November but continuing into January and February. The conclusion from outcomes based on goals is that due to the trends in success and fails in plays, the most successful plays have goals of less than $1000. That being said, Louis does not have to have a high goal in order to guarantee the success of her play. The limitation of this data set is that there are more possible factors that can affect play success and its goal amount. A higher goal amount does not guarantee a failed play, as there are other factors that can affect its success. The limitation of this dataset is that it does not give insight into what these other factors are.