# Purpose of this analysis

The purpose of this analysis is understanding how the different campaigns fared in relation to their launch dates and funding goals.

Based on the dataset I have visualized the campaign outcomes to provide an easy read means of understanding these outcomes to assisting in improving the success of future campaigns.

**Challenges of Analysis**

* I ran into challenges of pulling months for row labels but once reviewed the breakdown in Pivot chart fields I was able to pull out the months.
* I found a new outcome for “Live” and determining the impact of live plays on campaigns. I removed as consideration.
* Creating the percentage of successful, failed, and canceled projects for each row image I had to hide the first 3 columns to create image of percentage differences.

**Theater Outcomes by Launch Date**

* Most successful campaigns launched in May
* Most failed campaigns launched between May and August

**Theater Outcomes based on Goals**

* Most successful campaigns had goals between $1,000 to $15,000
* Higher percentage of campaigns that failed had goals between $20,000 to $35,000

**Limitations of this Dataset**

* There is not a consideration for demand or quality of specific play
* There may a difference in country outcomes to consider
* There may be a currency exchange difference

**Other Possible Tables**

* Table segmenting campaign success and failure by country
* Table segmenting campaign success and failure based on names or blurbs
* Table determining campaign success and failure based on length of campaign conversion
* Table comparing campaign success and failure based on years