**Kickstarter with Excel**

**Louise's project**

**Performing analysis on Kickstarter data to uncover trends**

**Overview of Project**

Louise’s play Fever came close to its fundraising goal in a short amount of time. Now, she wants to know how different campaigns fared in relation to their launch dates and their funding goals. Using the Kickstarter dataset this project is to assist Louise to start her first crowd funding campaign for her play Fever with an estimated budget of over $10000. The data would help set up Louise for a successful campaign.

**Purpose**

The purpose of the analysis is to help Louise discover how to generate funds to cover the expenses of her play without the limitations that other campaign plays have documented in the Kickstarter data.

The Kickstarter project would enable Louise to plan accordingly during the year to eliminate losses and invest in those plays which would generate much revenue for her. She would be able to identify the countries and seasons that theater is patronized and much income can be derived for Louise.

Louise would be able to visualize the data through the tables and graphs that has the details of the performances of the programs.

**Analysis and Challenges**

The challenges that Louise faces with the Kickstarter data is that it entails 21 countries which patronize theater at different seasons of the year. This does not depict the same outcome in the United States as it is the focal point of reference for Louise’s Play the Fever. The Challenge that created was the limitation of data that must be analysis to generate a forecast outcome which would help Louise to make a good decision.

**Analysis of Outcomes Based on Launch Date**

From the data collected it shows that the most successful months to launch a theater play starts intermittently from the beginning of the year and reaches its maximum peaks in May with 111 successful outcomes with June with 100 successful outcomes. It starts to wine down from August till December which is the worse month with the least successful outcomes. May success was typical to the performances in the United States only and can be used to compare the months with other countries that they perform at.

In the United States the theater launched from January to November would produce an average goal just that the month of May and June are great outliners in the data based on the date launched.

**Analysis of Outcomes Based on Goals**

Outcome based on goals was much successful in the categories greater than $60000 and more. There was a partial range success across the board until the second highest range of 55000 to 59999 produced 27% goal outcome which in real world might be understandable. In this case, most of the goals were reached at the highest range of $60000 or more. According to the data, this range had 88% successful outcome based on the estimated goals and had no canceled projects.

Furthermore, based on the graph there was a consistency in the cancelation ranges. Apart from a shape fall of 38% in the range less than $1000 to 3% at the range of 2000 upwards which was a good result, it portrayed the beginning of relatively consistencies in the number of low cancelations of the project. It had a constant cancellation average no matter the range of goals set needed during the project therefore it did not impact the overall projected goal for the project.

**Challenges and Difficulties Encountered?**

The challenges encountered is based on how the data is classified. Under the Parent Categories, the item in the data is paired which does not allow which one is generating a successful outcome. For instance. Film and video are two distinct items and has a broad meaning to it. Patrons might have interest in films rather than videos watched at home. Therefore, the data classification does not reflect the true outcome of what is successful and what if pulling down failures in the outcome

**Results**

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

It would be best to launch theater plays from February to August. This is because, from February it prepares the stage to reach and maintain the highest goals of the year in the month of April. It could enable Louise to exceed it projections because the people in the United States would have been prepared well enough into the summer seasons to patronize her projects

It would not be profitable to invest in any projects in the months of November and December. December is the worse among the months of projects outcomes. As a result, Louise could perform her plays in other countries if there were other data which were graphed to compare which country would be the best to produce her projects.

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

There are greater amounts of individuals in the United States who can afford to give more than $60000 and the data shows that it produces the highest percentage of $88 which is more than the lowest goal amounts with the highest cancellations percentage of 38. The fact that a lower range is provided to the people to be able to patronize does not mean it would create successful outcomes.

**What are some limitations of this dataset?**

There are no consistence date intervals be date created and date ended on the programs that was launched the intervals were different and that would not show the number of days given to each program to reflect on the goals that are derived for the plays. An uneven distribution of data used to reflect the true outcomes result of launched goals.

The live show was limited to 3 months in the United States and was relatively successful as compared to others. It would be best to have data for the rest of the year to depict the whole year outcome. Does it mean that the live shows were performed in other countries or not? This is one of the limitations that is found in the data for the United States. There should be consistency across the board of the data.

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

We could create other outcome based on launch date for other countries which would enable us to compare their performances during a year. To deduce the similarities and differences between these countries and their interest, the resulted data or graph would enable Louise to make decisions on where to focus each month or quarter to generate the highest goal for her projects.

The data collected can help us create graphs based on percentage funded by the average donations in the categories that interest the patrons.