**Kickstarter Analysis**

**Project Overview and Analysis**

Louise’s play Fever came close to its fundraising goal in a short amount of time. She would like to know how other campaigns fared in relation to their launch dates and their funding goals. The point of this analysis is to visualize campaign outcomes based on their launch dates and their funding goals.

**Analysis and Challenges**

The analysis performed was simple, and straightforward; find the Theater Outcomes by Launch Date and Outcomes based on Goals. This was done via pivot charts and graphs with data provided.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | theater |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of outcomes** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 56 | 33 | 7 | 96 |
| Feb | 71 | 39 | 3 | 113 |
| Mar | 56 | 33 | 3 | 92 |
| Apr | 71 | 40 | 2 | 113 |
| May | 111 | 52 | 3 | 166 |
| Jun | 100 | 49 | 4 | 153 |
| Jul | 87 | 50 | 1 | 138 |
| Aug | 72 | 47 | 4 | 123 |
| Sep | 59 | 34 | 4 | 97 |
| Oct | 65 | 50 |  | 115 |
| Nov | 54 | 31 | 3 | 88 |
| Dec | 37 | 35 | 3 | 75 |
| **Grand Total** | **839** | **493** | **37** | **1369** |

Timeframe was 2014 – 2016. I was able to use data centered around Product Category to make my determination. There weren’t any challenges with the data, but it might be a good idea to have more data or more recent data to eliminate or otherwise mitigate any potential problems with stale data or information.

**Results**

Answer the following questions in complete and coherent sentences.

* + Two conclusions that can drawn about the Theater Outcomes by Launch Date based on the data are
    1. Summers are better, and more successful to launch
    2. Winters are a poor time to launch in general
  + Based on the data we can conclude that the Outcomes based on Goals shows that smaller goals and dollar amounts are optimal.

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **Number Successful** | **Number Failed** | **Total Projects** |
| **Less Than 1000** | 141 | 45 | 186 |
| **1000 to 4999** | 388 | 146 | 534 |
| **5000 to 9999** | 93 | 76 | 169 |
| **10000 to 14999** | 39 | 33 | 72 |
| **15000 to 19999** | 12 | 12 | 24 |
| **20000 to 24999** | 9 | 11 | 20 |
| **25000 to 29999** | 1 | 4 | 5 |
| **30000 to 34999** | 3 | 8 | 11 |
| **35000 to 39999** | 4 | 2 | 6 |
| **40000 to 44999** | 2 | 1 | 3 |
| **45000 to 49999** | 0 | 1 | 1 |
| **50000 or More** | 2 | 14 | 16 |
| **TOTAL** | 694 | 353 | **1047** |

* + Some issues with this information have been mentioned before, this is a smaller sample size of data, and we’re looking at data over 5 years old, so some of the data might be stale. We also don’t know how the pandemic may impact things going forward.
  + Some other possible tables and/or graphs that we could create would center around the demographics of the donors and attendees. Knowing who is attending, and age groups and other demographic data might be able to help us better target this group, or we may find that there is a group that is underrepresented and potentially be useful for our purposes.