**Kickstarter Data Analysis for Louise**  
  
Overview of Project  
Louise is planning campaigns based off Kickstarter data to discover trends. We are conducting 2 analyses for Louise, first to visualize campaign outcomes (successful, failed or canceled) based on launch date and the second to visualize the percentage of outcomes of plays based on the funding goal amount on campaign launch.

Purpose

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

Analysis and Challenges

The analysis was conducted through the use of various tools and functions within Microsoft Excel. First, we organized the data sets to include additional information to perform accurate analysis Louise is looking for such as Parent Category, Subcategory, Date Created Conversion, Date Ended Conversion and Years. This process required conversion of text to columns to break down Parent and Subcategories, customizing formula to output campaign created date and end date based on launched\_at time stamp. Once the data set was organized, we then created a Pivot table to perform analysis for Louise.   
  
Analysis of Outcomes Based on Launch Date  
Analysis #1 (Theater Outcomes by Launch Date) broke down number of campaigns based on launch date. In order to meet Louise’s needs, the Pivot table was created to list the month of launch as rows, count of outcomes in columns and filters of Parent Category and Years.   
Note: “Live” outcomes were excluded from this analysis, which is simply filtered by column tables drop down on the pivot table. The final visualization looks like such as below.   
  
Chart, line chart

Description automatically generated  
  
Analysis of Outcomes Based on Goals  
Analysis #2 (Outcomes Based on Goals) broke down number of plays that fell under bracket of dollar-amount ranges so projects can be grouped based on their goal amount. The ranges and the columns (refer to picture below) were manually created. Once the format of the table was set appropriately, we used =countifs() function to generate the count of campaigns that met specified ranges and the outcome. Lastly, we totaled number of plays that fell in each range using the =sum() function, then calculated percentage of each outcomes. The final visualization looks like such as below.

Chart, line chart

Description automatically generated

Challenges and Difficulties Encountered  
Challenges and difficulties encountered throughout the analysis included accuracy of formulas and/or formatting of Pivot tables as a slightest mistake can cause the excel to generate erroneous data. We overcame these challenges by repeatedly reviewing the formulas and formatting of the Pivot table as well as double checking to see if the results matched the referenced screenshots in the module.   
  
Results