**Kickstarting with Excel**

Overview of Project

Explain the purpose and background of this analysis.

The purpose is to help Louise, playwright, to start a crowdfunding campaign to help fund her play. Louise’s budget is over $10,000, and she has requested the help of an analyst to look at the current site data to plan her campaign to kickstart her production. Louise’s information must be organized in such a way so that she may have a better grasp of her campaign at a glance. This will require creating tables, charts, and graphs for better visualization of the data. Another important piece of information that Louise will need is understand the length of the campaign to correlate with its success. It is also important to use measures of central tendency, variance, and standard deviation to find any outliers to the data. It is important to eliminate outliers so that Louise may use funds for her play and eliminate the ones for the theater. In this project Louise wanted to know how different campaigns fared in relation to their dates and their funding goals.

Analysis

Analysis of Outcomes Based on Launch Date: What are two conclusions you can draw about the Theater Outcomes by Launch Date?

This analysis allowed for using launch dates to compare how successful they were in comparison. The analysis involved creating a pivot table and filtering data based on a parent category. The end result allowed for creation of a pivot chart to see the data visually. It was found that the months of May and June had the most successes and the month of December had the least number of successes. The month of May also had the most failures as well.

Chart, line chart

Description automatically generated

Analysis of Outcomes Based on Goals: What can you conclude about the Outcomes based on Goals?

This analysis allowed using a goal column to create dollar-amount ranges so projects may be grouped based on their goal amount. It was found that the goal with less than 1000 had the most success at 76%. The goal that had 100% failure was 45,000 to 49,000. Using this data, a line chart was created to show the success and failures visually. There are three points where the success and failures intersect.

A screenshot of a computer

Description automatically generated with low confidence

Chart, line chart

Description automatically generated

Results

What are some limitations/challenges of this dataset? What are some other possible tables and/or graphs that we could create?

A limitation to this data set could be that it is looking only at one population and not comparing it to other populations. The number of the population is also low and the data could be enhanced by using a bigger sample. It may be hard to generalize this data to the other categories.

We could also create tables and charts using the pledged data and compare it as well. We could also use the deadline to see if length of time had any influence on the goals. Another chart or table could also explore other subcategories and even compare them.