**Analysis Of Challenge**

**Background**

In this project, tried to perform data analysis for the Kickstarter campaign (from the year 2009 to 2017).

For analysis, MS Excel was used as a tool, including interactive pivot tables and charts, advanced filers, VLOOKUPs, COUNTIFs and various Excel formulas.

**Purpose**

Aiming how it is performing relative to other campaigns and launch dates and choosing the most appropriate time to launch new campaigns based on this data.

**Analysis of Outcomes Based on Launch Date**

Below chart, shows the performances according to the launch dates of the theaters, with the most successful launch months May and June. Moreover, December has the lowest volume of campaigns.

**Chart, line chart

Description automatically generated**

**Analysis of Outcomes Based on Goals**

In this analysis, I created table that help us to understand campaing outcomes based on goals. Following the this chart, most unsuccessful campaign were around $45.000 - $49999, and Goals less then $1000 were successful.

**Chart, line chart

Description automatically generated**

**Result**

* Campaigns set goal under the 1.000 have most success rate
* Campaigns set goal 25000 to $29999 and $45000 to $49999 have the less success rate.
* Campaigns launched May and June have a higher success rate then December
* More Campaigns are launched May and June more then December.