**Overview of Project**

The purpose of this analysis was to assist Louise with certain Kickstarter campaign outcomes in order to break down the information into datasets with visualization for easy understanding. This report will emphasize and filter information for both the ‘Theater outcomes by launch date’ and the ‘Outcomes Based on Goals’ for plays, in order to assist in determining the most successful dates, goals and media campaigns for Louise’ interests1.

**Analysis and Challenges**

This analysis included statistical scrutiny involving mean, median, mode, standard deviation and outlier identification. Additionally, Pivot table and chart analysis demonstrated the successful months and goals for the 2 categories2.

Considering the ‘Theater Outcomes by Launch Date’, it was ascertained that the most successful months were May, June and July and October had the most failed Campaigns (Figure a).

Chart, line chart

Description automatically generated

Figure a: ‘Theater Outcomes by Launch Date’

Louise had an interest in plays particularly for her campaign, as they demonstrated a high success rate (figure b); therefore, emphasis was placed on plays for the outcomes based on goals data.

Figure b: ‘Failed, live and successful plays’

In terms of the ‘Outcomes Based on Goals’ for plays, I calculated an inaccurate chart (figure c), which was rectified by a comparison between the original data set and my Kickstarter\_Challenge2 data set, as well as an altering of the percentage formula (please refer to figure e for correct chart with analysis)

Figure c: Incorrect ‘Outcomes Based on Goals’ data

Some of the challenges encountered were a possible compromise to the dataset, as described below (figure d). When compared, the example chart did not initially match the chart that I had comprised (Kickstarter\_Challenge2), thus, altering the data conclusions for the ‘Outcomes Based on Goals’. In an attempt to rectify this, I recompleted the analysis on the original data set, which concluded that both data sets were identical. I then reviewed and altered the percent formula and was then able to generate the appropriate chart with correct data (figure e).

Graphical user interface, application, table, Excel

Description automatically generated

This was my attempt to see if the values would change from my original challenge submission. When compared, it is evident that the values are the same as in my Kickstarter challenge 2. My graph does not look the same as the example provided, so it was suggested that I go to original worksheet and copy/paste the data onto here. Screenshot provided shows the comparison, as explained in my observations for module 1 Kickstarter challenge.

Figure d: Incorrect ‘Comparison of original ‘data 1-1-2 Starterbook\_Challenge’ versus ‘Kickstarter\_challenge 2’

Figure e: The correct data set with proper percentage formulas.

Figure e: correct ‘Outcomes Based on Goals’ Data

When considering this data, the results indicate that the failed outcomes somewhat proportionally increased with increasing goal amounts.

**Results**

In conclusion, it can be ascertained that ‘Theater Outcomes by launch date’ shows that the month of May had the most successful outcomes and October had the greatest failed outcomes. January had the greatest amount of cancelled campaigns.

When analyzing the ‘Outcomes Based on Goals’ data, the most successful campaigns had a monetary goal of less than 5000 and the campaigns that had a higher monetary goal proportionally decreased as the goal increased. Other analysis perhaps could consider backer pledges and more recent data. Additionally analysis of the least successful media such as web, etc could also be analyzed in order to determine how to increase the rates of success across the board.

Limitations of the dataset include the antiquated comparison, lack of backer information and human error during data analysis. It is Recommended that Louise reduce the pledge values, analyze more recent data and include backer information for future endeavors.

**References**

1. U of T Data Analysis Bootcamp. <https://courses.bootcampspot.com/courses/967/assignments/19017?submitted=1> (Oct 21, 2021)

2.