The data analysis will study the success of theater category campaigns, Plays, in relation of launch dates and funding goals. The information detailed will allow Louise to have a better idea as to whether her play will be successful, a failed attempt or even possibly canceled.

The dataset given is robust data and the data details multiple media releases from film, print, photography to theater. Each principal category is subdivided into subcategories. For Louise’s Play, data, the direct comparisons would be Theatre category / Plays subcategory. The dataset has output from 2009 to 2017.

When mining thru the data, two comparisons were made to interpret the possible outcome of Louise’s play:

1. Analysis of Theater outcome related to Launch Date
2. Analysis of general Outcome (Success, Failure, etc.) related to Goal of Funding.

From the first analysis it is quite evident that there are more successful Theater campaigns when they are launched in the summer months of (May – July) vs. non-summer months. Out of 1,369 Theater campaigns studied, over 1/3 (33%) are successful during these months. From the 2nd analysis it is readily apparent that funding goals of $10K and less have a higher success rate (50% - 70%) than the higher funding goals. Per the data, the failure and success rate appear linearly inverted, failure rate increases as success rate decreases, with funding goals larger than $45K. One other data point that I wanted to dissect was the time duration between Launch and Deadline dates, to see if there was any strong correlation to outcome. There was nothing to significant, however the data demonstrates that successful Theater/Plays have shorter duration time. It can be concluded that Louie’s play should be launched in May and have a funding goal of less than $10K

Although the database is significantly large, it would have been good to have the market/city of the location/country for the Theater / Plays. The different markets of each location may have more insight to the success and failure of the respective campaign’s success.