**OUTCOMES BASED ON LAUNCH DATES AND GOALS FOR PLAYS**

This report is the conclusions found based on the charts created, Outcomes Based On Goals and Outcomes Based On Launch Date to better determine which fundraising campaigns are successful and which failed.

The chart Outcomes Based On Goals shows the best goal amounts and the worst goal amounts for a fundraising campaign for plays.

1. The most successful campaign goals were less than or equal to $1000.00 at almost 80% of all campaigns reaching their goals.
2. The second most successful campaign goals are between $35,000.00 and $49,999.00.
3. The goal range of $25,000.00 and $29,999.00 had a significant number of failures.
4. Goals from $45,000.00 and up had the highest percentage of failing from 70% at $45,000.00 to 100% as the goal increases.

The chart Outcomes Based On Launch Date shows the best and worst months to launch a fundraising campaign for Plays.

1. The best months to launch a campaign are from April to August with May being the best month.
2. The worst months to launch a campaign are from November to January with December being the worst month.

**CONCLUSION**

1. Best Goals: Less than or equal to $1000.00 and from $35,000 to $49,999.00.
2. Best Launch Dates: May is the best month in the best range of April to August.
3. Worst Goals: Greater than or equal to $45,000.00 and the range from $25,000.00 to $29,000.00.
4. Worst Launch Dates: December is the worst month in the worst range of November to January.

Additional charts are recommended to gain a better understanding of when to launch a campaign and what the best goal is for that campaign.

1. A chart representing the relationship between time launched and the percentage of successful and failed goal amounts to find out what the ideal goal is at a particular time of year.
2. A chart representing the number of backers for each campaign goal to see if the number of backers indicates a fundraising campaign will either be successful or fail.
3. A chart broken down by each country to see the percentage of successful or failed campaigns in order to better target the audience, see which countries participate the most in the fundraising campaigns.
4. A chart representing the length of time of a fundraising campaign goes to see if that has an impact on whether the campaign is successful or fails at reaching the goal for each campaign.