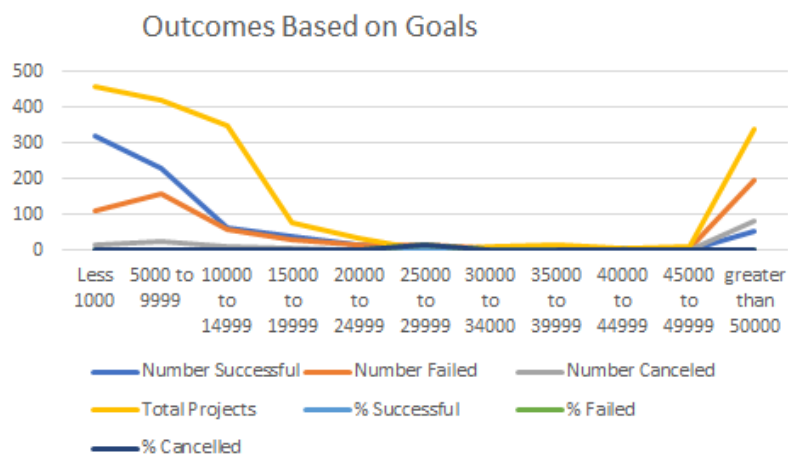


Introduction

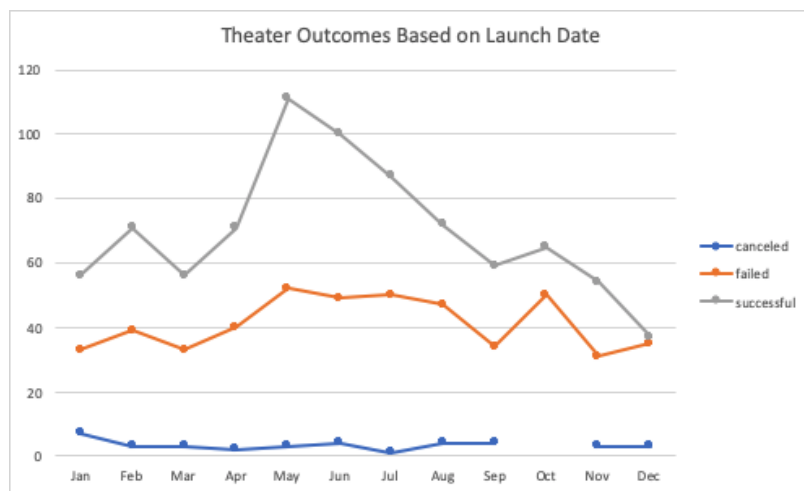
A data analysis was conducted to assess how many campaigns succeeded based on their goals price ranges.

Data and Model

The Outcomes Based on Goals chart shows the percentage of successful and failed campaigns ranging from \$1,000 to \$50,000. The most successful campaigns had goals less than \$1,500. As the increasing goal rate and increasing failed rates are highly correlated.



In the Theater Outcomes Based on Launch Date chart you can see that there was a peak in May which decreases over time. The failed rate peaks in December with the decline beginning in July.



Conclusion

Based on the findings, there are three reasonable conclusions from the data:

- Louise should limit her goal to less than \$1,500
- The best time to launch the campaign would be in April and should end no later than July.
- The category of plays is a successful category, so success for this campaign is highly probable.

Limitations

- This data does not include demographic information about backers. If the data included demographic information, we would be able to determine which groups of people we could target in Louise's campaign.

Suggestions

- Add a section to this report analyzing *length of time* for Failed, Successful, Live and Cancelled Kickstarter campaigns.
- Add a section to this report analyzing demographics of backers. This information is currently unavailable.
- Add a section to the summary which includes categories to visually display the fact that plays are a successful category.