Overview Project

Louise is running a fundraising campaigns to fund play FEVER in short time period. She wants to know how difference campaigns outcome in the relation of launch dates and funding goals.

Analysis and Challenges

1. Outcome Based on Launch Date (Month)

Overall results was about 50:50

Successful: 54%

Failed: 38%

Canceled 9%

A screenshot of a cell phone

Description automatically generated

1. Theater Outcomes on Launch Date

Result for Theater is better than overall category

Successful: 61%

Failed: 36%

Canceled 3%

A screenshot of a social media post

Description automatically generated

A close up of a map

Description automatically generated

1. Outcomes Based on Goal
   * Most of Projects’ Goal value is the range of 1000 to 4999, it’s difficult to compare the value since the currency are varies.
   * Outcomes based on Goals are more successful for less than 10000 but it’s difficult to say otherwise when the high range goals only have a couple of projects.
   * In Plays subcategory, there are 0 canceled project which should be verified in the source data if this is correct because there are 1047 total plays and the overall cancellation rate for all projects is 8.6%

A picture containing table

Description automatically generated

A close up of a map

Description automatically generated

Results

1. Outcomes based on Launch Date:

* Cancelation rate is low 2.7%
* Projects that have most success occurred in the month May and June

1. Outcomes based on Goal

* The most successful projects are less than 5000
* Projects with higher goals are likely to fail

1. Limitations of the dataset

* The currency is varies across projects, makes it difficult to compare within the projects
* Projects could be converted to the same currency but this could have some issues due to the fluctuation of currency exchange rate and when the project occurred
* Some of data could be incomplete it may skewed the analysis. Example: Subcategory “Plays” does not have cancelation projects
* Possible tables and/or graphs:
* # of backers based on Subcategory and Goal
* Outcomes based on Region/Country and goal
* Percentage Funded based on Region/Country
* Average Donation by SubCategory
* Length of the campaign by SubCategory