**Overview of Project:**

This report presents the findings of several factors related to crowdfunding entertainment industry profit in several countries, consists of the category of entertainment, choice of publish time, desired profit achievement. Also, according to this report, how to eliminate the risk of investment in failure crowdfunding entertainment industry and boost investment profit by specific hidden patterns.

**Analysis and Challenges:**

**#1 Theater Outcomes with launch date pattern.** Chart, line chart

Description automatically generated

**Analysis**

We plot out a line pattern table including the pattern between successful& failed outcomes on different launch months throughout whole year. **For successful outcome aspect,** first increase is in February, then it keeps fluctuating until April. We have a significant surge on May. Then the outcomes are keep dropping until we hit the lowest point in December. **For failed outcome aspect**, the failure outcome is kept stable fluctuation. Only in September, we have a slightly drop in failure, then the failure outcome recovery back to the normal.

**Challenges**

During the analysis, we found that the weather uncertainty is the main challenge affect the accuracy of the analysis. Such as in North America region, weather is getting cold, people are more likely to spend time at home with family. However, in European and Australia region, weather is in opposite way, people are more likely to go to theater become they have holiday and weather is comfortable to hang out. Weather uncertainty is a challenge. However, we use a country filter in pivot table to category different region to eliminate the uncertainty.

**#2 Outcomes based on GoalsChart, line chart

Description automatically generated**

**Analysis**

We plot out a line patter table including the relationship different range goals and the success rate and failure rate. **For successful rate**, we found a decreasing trend in success in range between less than 1000 to 29999, then the success rate increase and reach peak at 35000 to 44999, then the success rate drop dramatically after 44999. **For failed rate**, we found an increasing trend in fail in range between less than 10000 to 29999, then the rate drop moderately between goal 25000 to 44999 and surge after 44999.Sucess rate and fail rate shows opposite pattern.

**Challenges**

The challenge we meet is US have play important role in higher goals. However EU region always dominate the lower goals. After I search the population of both region, I overcome this challenge, because US region have more population than EU. As a result, US is easier to get successful in higher goal range.

**Results:**

**Two conclusions about theater outcomes by launch date.**

1. Theater always has a higher outcome when they put launch date in summer time. People prefer to go to theater when weather is pleasant.
2. Theater should avoid launch their content in November and December. These two months, people are preferring to stay at home with family because many family festivals are taken place in these two months.

**One conclusion about outcomes based on goals**

Between goal range 1000 to 2999, the higher goal we have, it more likely to fail. However, 25000 to 44999 is a good choice for crowdfunding. Because this range, they have higher success rate. But avoid choose goals higher than 44999 because it is difficult to realize.

**Limitation and recommendation**

Our dataset is not concluded data in Asian countries. This is a limitation. Also, I recommend to add an different category table in outcomes based on goals. Because some category are more likely to achieve success such as movie. People prefer to buy tickets and pay more when they watch movies in theater.