Purpose of the Analysis

The purpose of this analysis is to provide the client recommendations for a successful fundraising campaign to launch her new play. The client, Louise, calculated the costs of this production to be approximately $12,000 and looked to identify factors that had positively impacted success of other, similar productions, specifically correlating outcomes to launch dates and funding goals Analysis and visual reporting was conducted in Excel.

Analysis

The Dataset

The Kickstarter set comprises over 3,000 individual projects funded through the Kickstarter crowdfunding platform. These represent a wide range of industry types including technology, film, music, and publishing as examples. Filtering the data yielded 1,369 theater play campaigns which formed the core set. Elements in the set include goal and pledge amounts for each campaign; the outcome of the project, whether successful, unsuccessful, or cancelled: the dates the campaigns launched; and the number of backers donating to the campaign. Except for the campaign deadline and launch dates, which required conversion from Unix timestamp to normal date structure, the data was unexceptional, consisting mainly of string and number and easy to manipulate.

Outcome Based on Goals

Using pivot tables, the analyst correlated outcomes to the month campaigns were launched and to each campaign’s goal with charts appended for visual clarity. To facilitate the goals analysis, the bulk of the goals data was collapsed into ranges of 5,000. The total range for the goals amounts was from less than $1,000 to $50,000 or greater.

|  |
| --- |
| Goal |
| Less Than 1000 |
| 1000 to 4999 |
| 5000 to 9999 |
| 10000 to 14999 |
| 15000 to 19999 |
| 20000 to 24999 |
| 25000 to 29999 |
| 30000 to 34999 |
| 35000 to 39999 |
| 40000 to 44999 |
| 45000 to 49999 |
| 50000 or More |

The analyst created a table showing the distribution of outcome by range, then calculated the percentage for each range by total number of projects. A line graph displays the result. Overall, the lower the goal amount, the greater the chance of a successful campaign, with one exception: a peak in the range $35,000 to $39,000 at 67% of the total number of projects in that range. The two highest successful outcomes per range occurred in the ranges less than $1,000 to $4,999, which together averaged 73%. Most projects fell into category less than $5,000, roughly 68% of the total number of projects represented in the dataset. It would appear that most projects fund at a lower level and have a greater chance of fundraising success. Further analysis on this would be helpful, and, in particular, a closer examination of the of the four projects in the $5,000 to $39,000 to determine any specific characteristics that would dispose them to a successful outcome.

Conclusions on Theater Outcomes by Launch Date

As in the Goals analysis, the analyst used a pivot table to summarize the data and draw conclusions. A line chart graphically displays results. The analysis revealed that the greatest proportion of successful outcomes occurred with the months of June and July. Failed campaigns were more evenly distributed among the months, with a slight uptick during the same period as the successful outcomes, following the overall trend of the total number of projects. Hence, it seems that the time of year impacts a successful launch more than those which failed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month** | **Successful** | **Failed** | **Canceled** | **Month Total** |
| January | 42 | 38 | 4 | 84 |
| February | 56 | 31 | 3 | 90 |
| March | 63 | 34 | 7 | 104 |
| April | 62 | 35 |  | 97 |
| May | 75 | 46 | 4 | 125 |
| June | 101 | 45 | 3 | 149 |
| July | 109 | 50 | 3 | 162 |
| August | 94 | 51 | 1 | 146 |
| September | 62 | 45 | 5 | 112 |
| October | 65 | 49 | 4 | 118 |
| November | 58 | 38 | 1 | 97 |
| December | 52 | 31 | 2 | 85 |
| Grand Total | 839 | 493 | 37 | 1,369 |

Dataset Limitations and Recommendations for further review

While this dataset allows for good basic information, it does not lend itself to more in-depth examination of the characteristics of the different categories of outcome. Attaching other variables, such as target donor data, type and means of messaging, and/or possible campaign management outsourcing could prove productive. It is also possible to categorize productions by target audience to see if there are projects with greater appeal or a wider audience.