

Kickstarter Analysis

Does the length of play's fundraising campaign contribute to its success or failure?

Prepared for Louise by Doug Smith – January 19, 2020

Thank you for providing the extensive data on a variety of productions, and the opportunity to provide analysis on whether or not the length of a play's fundraising campaign contributes to its ultimate success or failure. You tasked me with 3 objectives:

1. To study outcomes based on fundraising goals, for the subcategory "plays"
2. To study outcomes based on launch date. In this second task, you requested that I look at the category "theater", which I have done. In addition, I have prepared an analysis of outcome based on launch date, for the subcategory "plays". This keeps the data consistent between objective 1 and objective 2.
3. Does the length of a fundraising campaign impact the success or failure of a play?

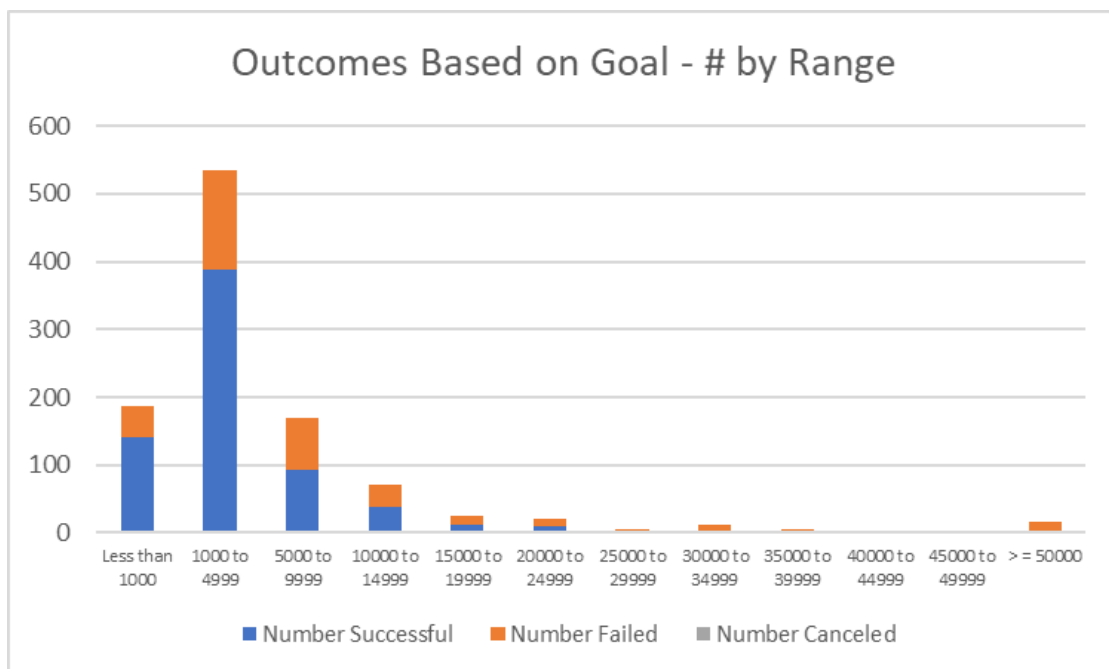
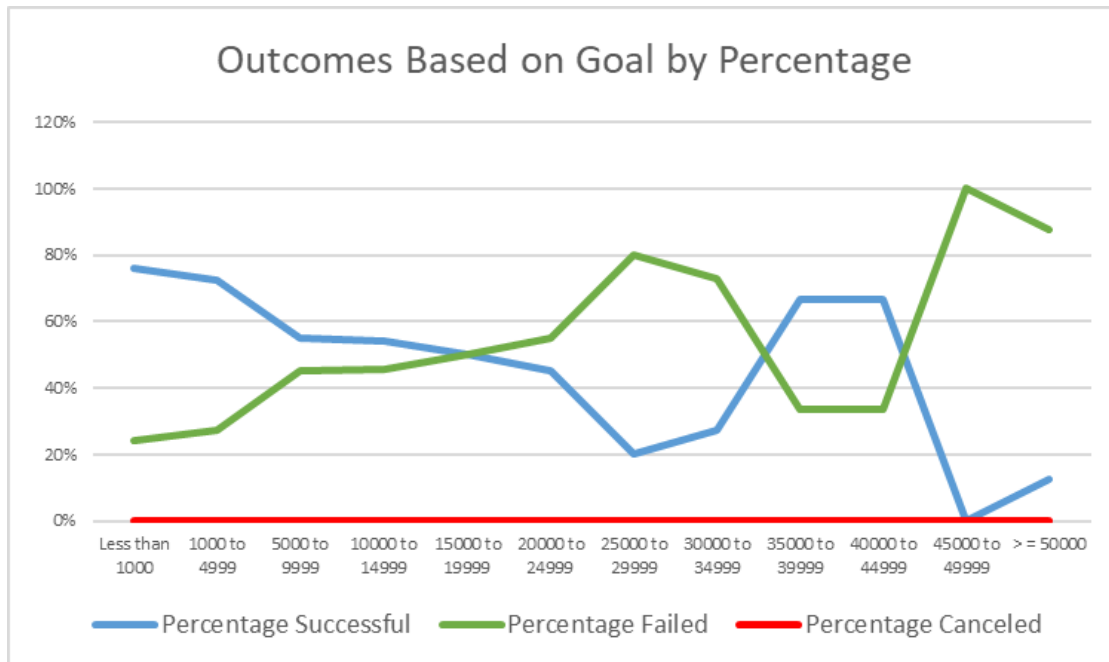
Objective 1 – Does the fundraising goal established for a play, ultimately contribute to its success or failure.

As you can see from the table and charts below, the majority of plays have fundraising goals between \$0 and \$20,000, with the preponderance of campaigns having goals between \$1,000 and \$4,999. The likelihood of success seems to drop off significantly as a campaign's goal moves beyond the \$5,000 mark. It is recommended, therefore, that you launch new play projects with a goal of \$5,000 or less if you wish to have the best opportunity for success.

Goal	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
Less than 1000	141	45	0	186	75.81%	24.19%	0.00%
1000 to 4999	388	146	0	534	72.66%	27.34%	0.00%
5000 to 9999	93	76	0	169	55.03%	44.97%	0.00%
10000 to 14999	39	33	0	72	54.17%	45.83%	0.00%
15000 to 19999	12	12	0	24	50.00%	50.00%	0.00%
20000 to 24999	9	11	0	20	45.00%	55.00%	0.00%
25000 to 29999	1	4	0	5	20.00%	80.00%	0.00%
30000 to 34999	3	8	0	11	27.27%	72.73%	0.00%
35000 to 39999	4	2	0	6	66.67%	33.33%	0.00%
40000 to 44999	2	1	0	3	66.67%	33.33%	0.00%
45000 to 49999	0	1	0	1	0.00%	100.00%	0.00%
> = 50000	2	14	0	16	12.50%	87.50%	0.00%
Totals	694	353	0	1047	66.28%	33.72%	0.00%

The first chart below shows you, in defined ranges, the campaign outcomes of plays – the first being campaigns with a goal of less than \$1,000, the second those with a goal of \$1,000 to \$4,999, then subsequent ranges in increments of \$5,000, with the exception of the last, which is for all campaigns of \$50,000 or more.

The second chart is a stacked bar that shows # of campaigns by range, dividing each bar between success and failure. As mentioned previously, the # of campaigns per range are heavily skewed towards those with lower campaign \$ goals.



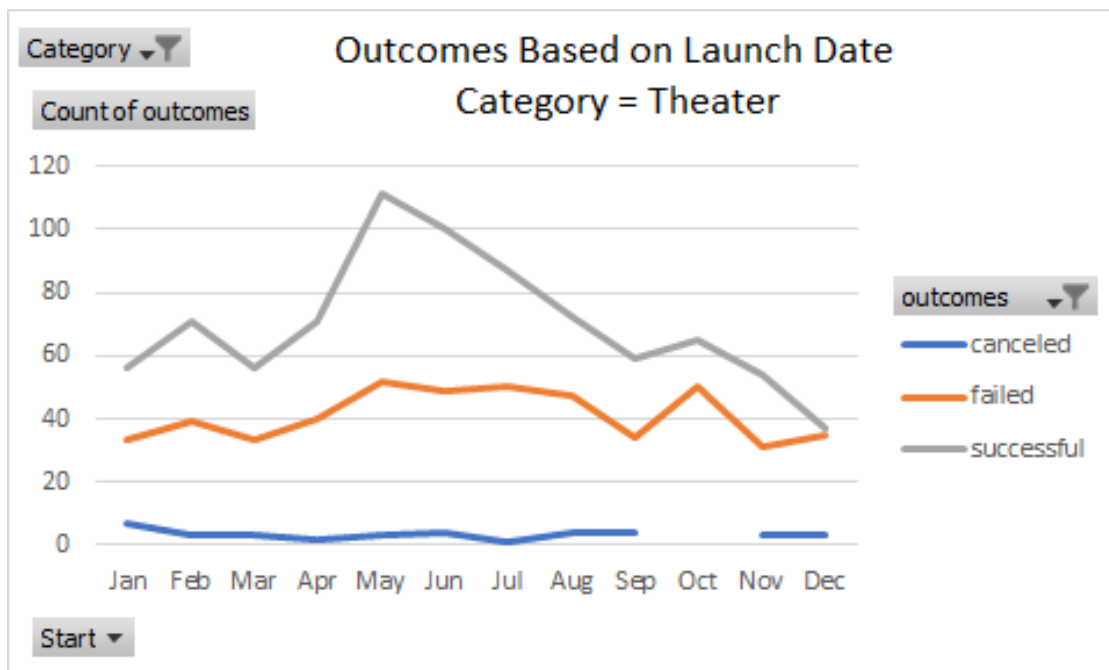
Objective 2 – Does the launch date of a production’s campaign, ultimately contribute to its success or failure.

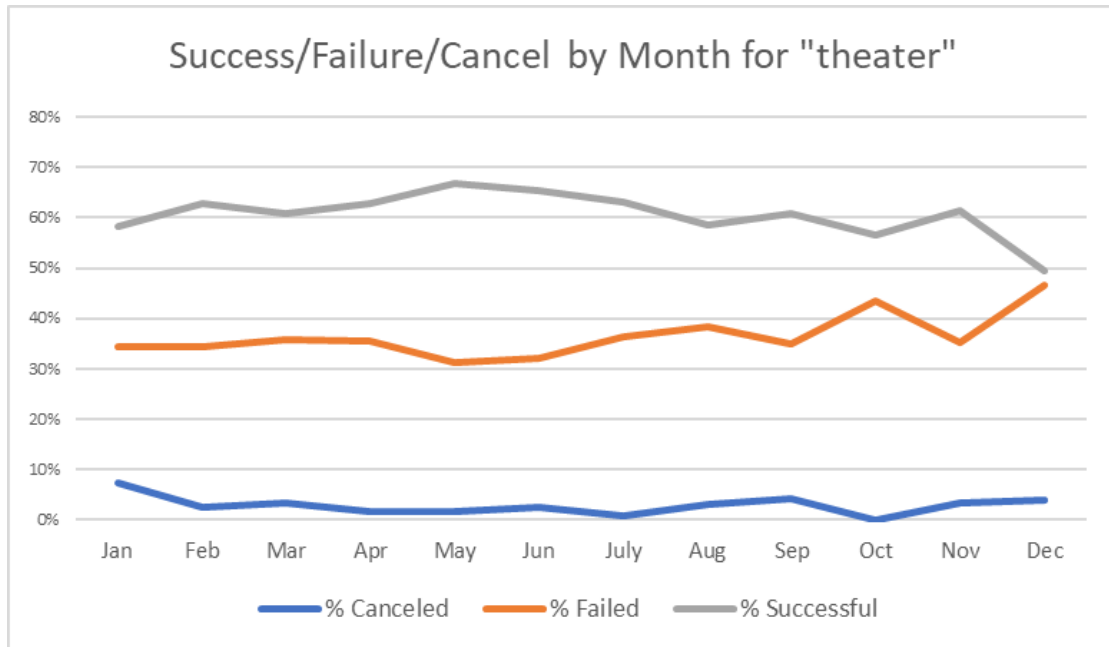
Whether you look at the category “theater” or the subset “plays”, the success rate is between 61% (theater) and 69% (for the narrower subcategory, plays). Similarly, the failure rate is 35% for theater and 31% for plays. In the broader look at “theater”, 3.4% of productions were canceled, whereas no plays in this study were canceled. Looking at the results by month, the only two months in which the failure rate seems to be higher are October and December, with

the failure rate in December being the highest for the year, when looking at both the broad “theater” category and the narrower “plays.

Category= “theater”

Category theater								
Count of outcomes		Column Labels						
Row Labels	canceled	failed	successful	Grand Total	% Canceled	% Failed	% Successful	
Jan	7	33	56	96	7.29%	34.38%	58.33%	
Feb	3	39	71	113	2.65%	34.51%	62.83%	
Mar	3	33	56	92	3.26%	35.87%	60.87%	
Apr	2	40	71	113	1.77%	35.40%	62.83%	
May	3	52	111	166	1.81%	31.33%	66.87%	
Jun	4	49	100	153	2.61%	32.03%	65.36%	
Jul	1	50	87	138	0.72%	36.23%	63.04%	
Aug	4	47	72	123	3.25%	38.21%	58.54%	
Sep	4	34	59	97	4.12%	35.05%	60.82%	
Oct		50	65	115	0.00%	43.48%	56.52%	
Nov	3	31	54	88	3.41%	35.23%	61.36%	
Dec	3	35	37	75	4.00%	46.67%	49.33%	
Grand Total	37	493	839	1,369	3.41%	35.23%	61.36%	

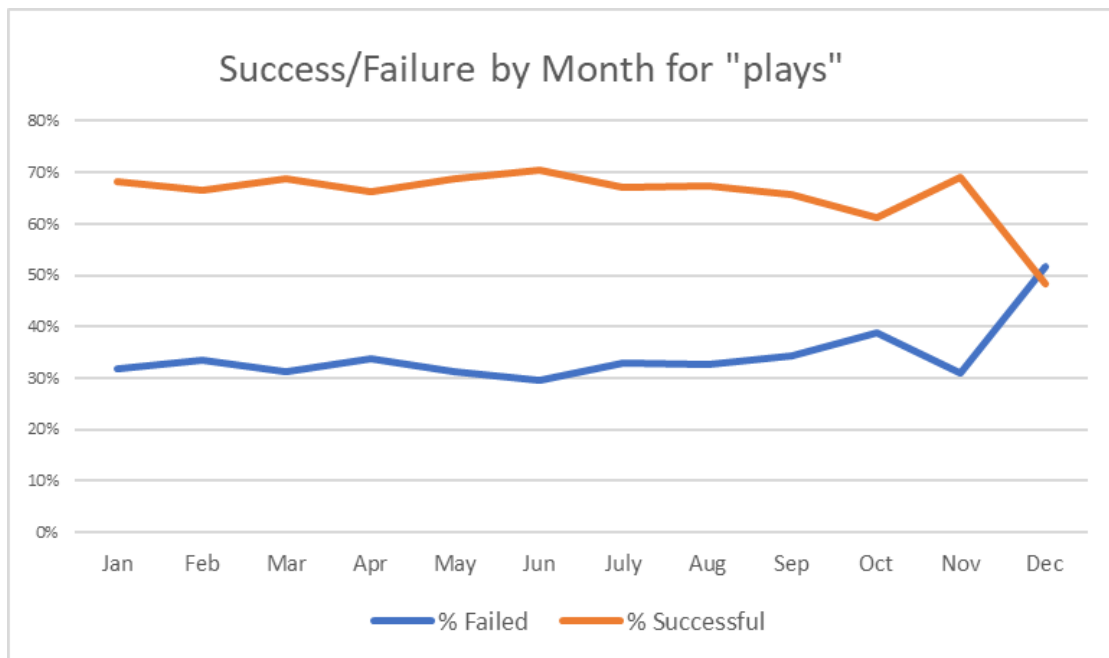
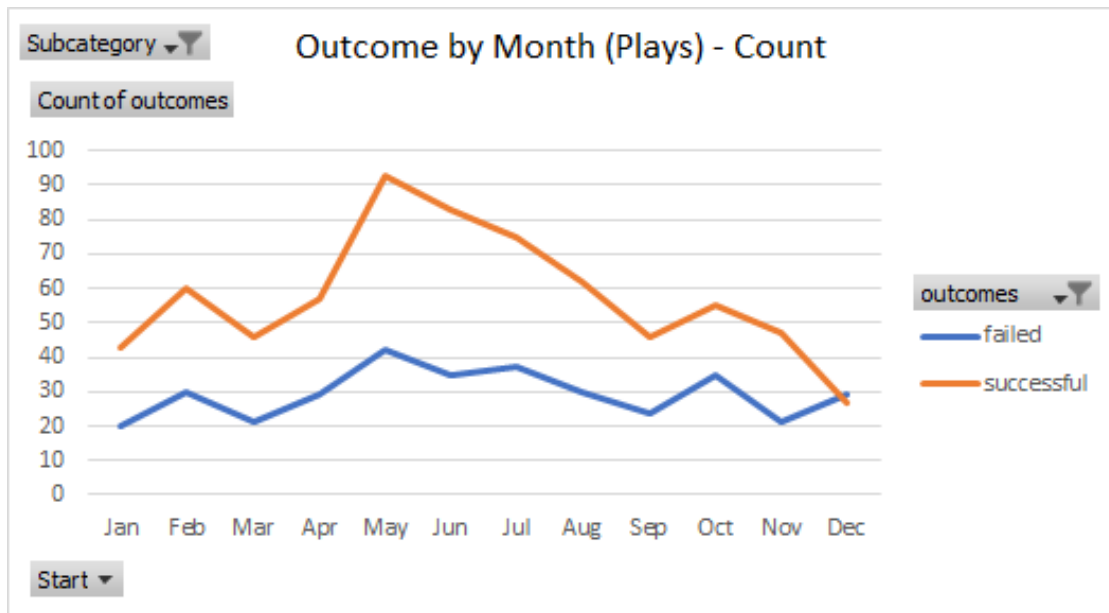




Subcategory = 'plays'

Subcategory plays

Count of outcomes		Column Labels				
Row Labels	failed	successful	Grand Total	% Failed	% Successful	
					failed	successful
Jan	20	43	63	31.75%	68.25%	
Feb	30	60	90	33.33%	66.67%	
Mar	21	46	67	31.34%	68.66%	
Apr	29	57	86	33.72%	66.28%	
May	42	93	135	31.11%	68.89%	
Jun	35	83	118	29.66%	70.34%	
Jul	37	75	112	33.04%	66.96%	
Aug	30	62	92	32.61%	67.39%	
Sep	24	46	70	34.29%	65.71%	
Oct	35	55	90	38.89%	61.11%	
Nov	21	47	68	30.88%	69.12%	
Dec	29	27	56	51.79%	48.21%	
Grand Total	353	694	1047	30.88%	69.12%	



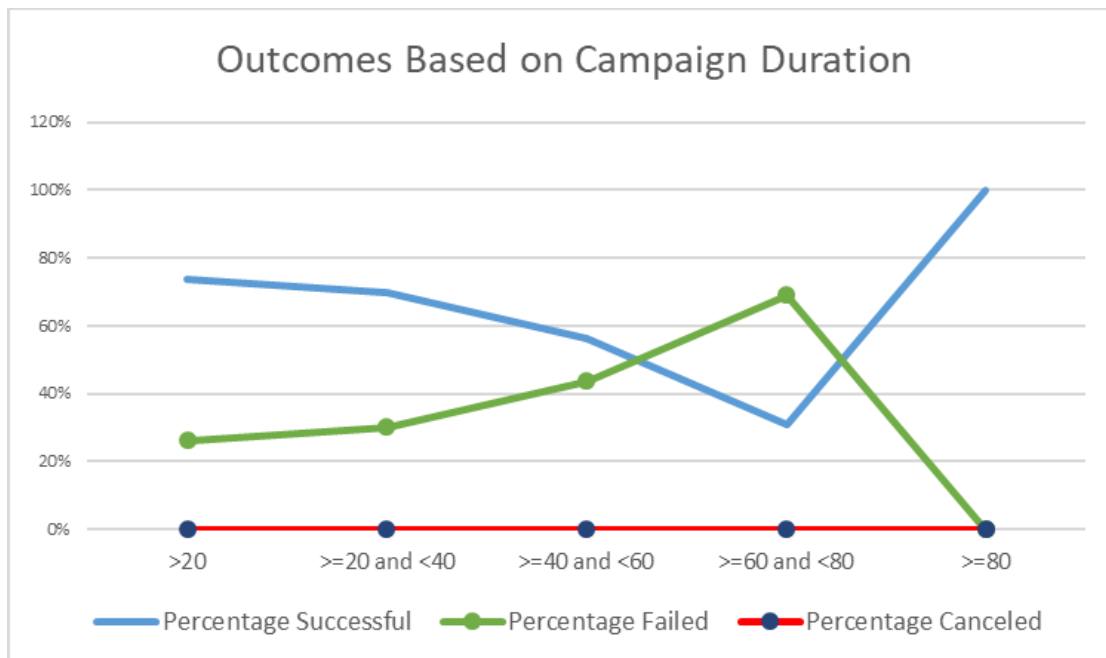
There does seem to be a seasonality to the launch of events, whether it applies to “theater” or its subcategory, “plays”, with May through August seeing the most activity. This increased activity, though, does not seem to affect the likelihood of success or failure in a campaign. December does seem to be the month, however, in which to avoid a launch, as the failure rate is 47% in “theater” and 52% in “plays”.

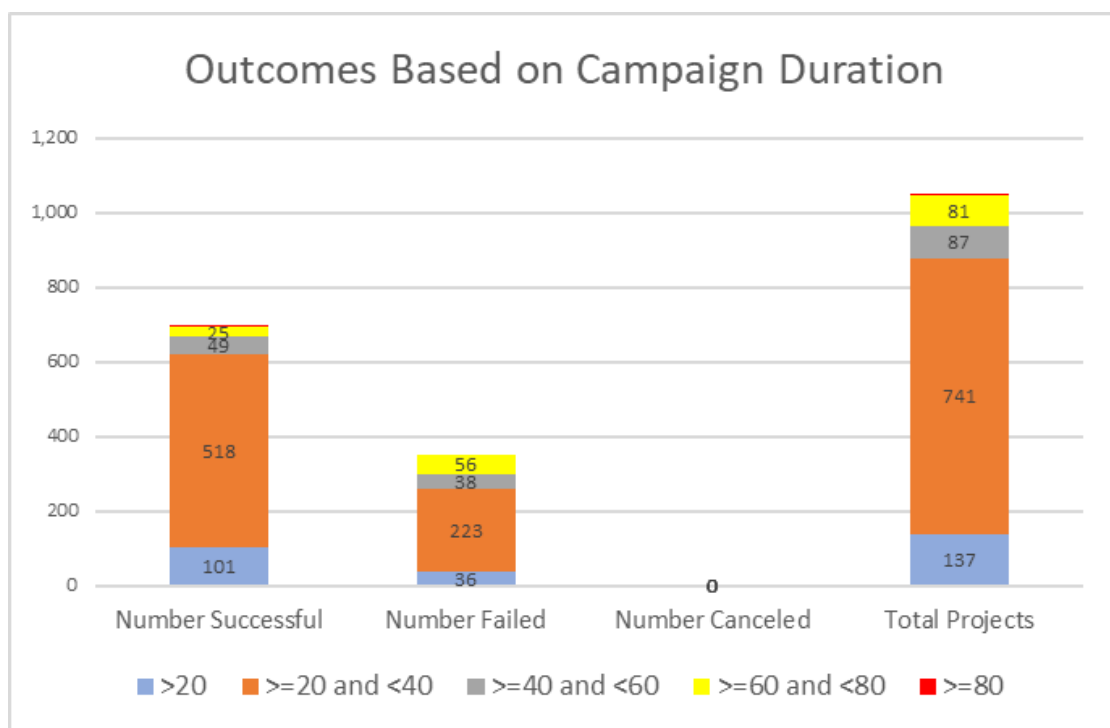
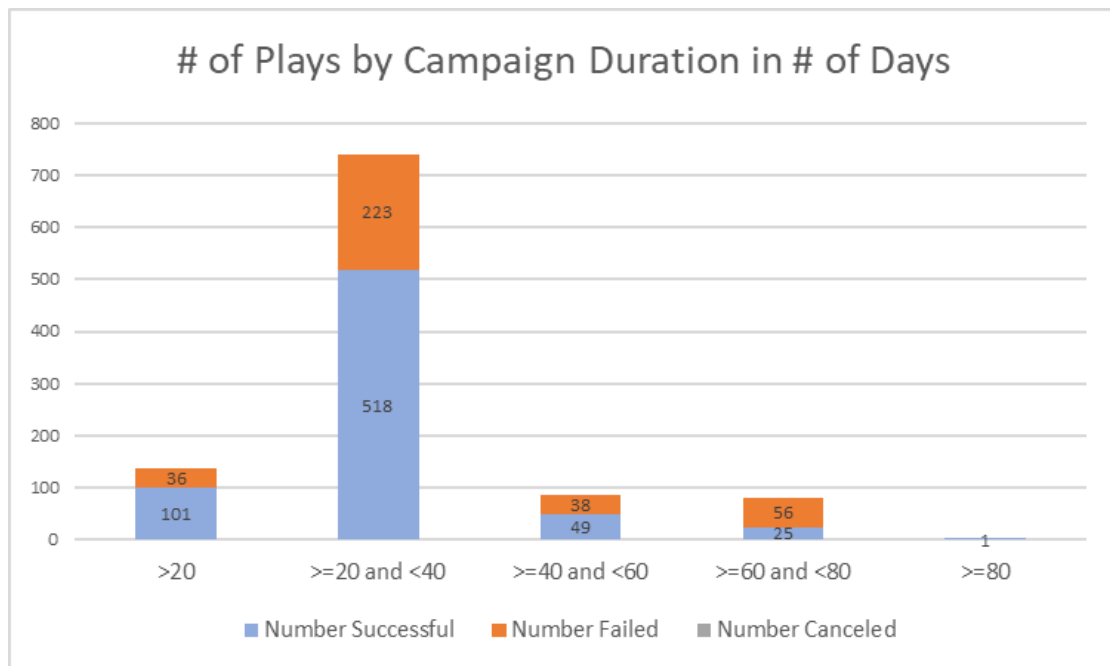
Objective 3 - Does the length of a fundraising campaign impact the success or failure of a play?

The data clearly shows that the longer a campaign goes on, the less the likelihood for success. For campaigns that last less than 20 days, there is a 74% chance of success, dropping to 70%

for 20-39 days, 56% for those between 40 and 59 days, and 31% for 60 to 79 days. There was only 1 campaign longer than 80 days. It was successful but there is not a large enough sample here for it to be relevant.

Duration in Days	Number Successful	Number Failed	Number Canceled	Total Projects	Percentage Successful	Percentage Failed	Percentage Canceled
>20	101	36	0	137	73.72%	26.28%	0.00%
>=20 and <40	518	223	0	741	69.91%	30.09%	0.00%
>=40 and <60	49	38	0	87	56.32%	43.68%	0.00%
>=60 and <80	25	56	0	81	30.86%	69.14%	0.00%
>=80	1	0	0	1	100.00%	0.00%	0.00%
Totals	694	353	0	1,047	66.28%	33.72%	0.00%





Recommendations:

You should try to develop plays that will have fundraising goals of less than \$5,000 in order to have the best chance of success.

Launch date does not have a dramatic impact on success or failure of a play, unless you plan to launch in December. Try to avoid that month.

The duration of a campaign should not exceed 40 days. Success rates drop off significantly once you exceed this length of time.