

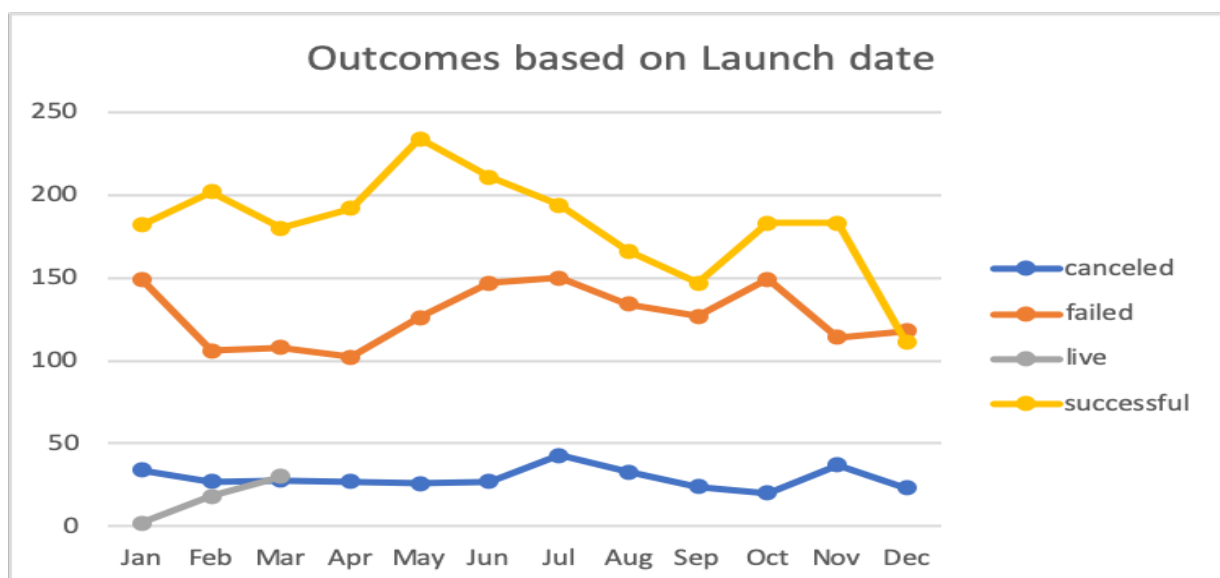
Challenge

Louise's play Fever came close to its fundraising goal in a short amount of time and we would like to know how this correlates with other Kickstarter campaigns.

First, we wanted to analyze if the success rate correlates with the goal amount for the campaigns in the "Plays" subcategory. Overall, the percentage of successful campaigns were higher when the goal amount was on the lower side (<\$25,000), however, the outcome does not completely correlate with the goal amount as campaigns with higher goals (\$35,000-\$45,000) also showed a pretty high success rate.



Second, we analyzed the outcome based on the launching date for the "Theater" category. As shown, the outcome shows a tendency of being more successful when launched between May and July compared to the winter months.



The two analyses performed gives us some suggestion that for a play campaign, it is better to keep the goal below \$25,000 and launch the campaign during late spring to mid-summer for an ultimate success.

The outcomes based on launching date gives us an idea if actual launching date correlates with its outcomes. We can compare Louise's launching date to this chart and find if her campaign outcomes had a correlation with other campaigns in the "Theater" category. The first analysis involving the goal amount, though, does not show significant correlation with the outcomes. Rather, comparing relationship of the number of backers or the average pledge amount to the outcomes should give more information if Louise's campaign behaved similar to the other campaigns. Also, analyzing the duration of campaign vs. outcomes might also provide some useful information.