3 conclusions based on the analysis performed on the last 2 worksheets: “Outcomes based on goals”, & “Outcomes based on launched date” are as follows

* Plays with lower goals have better chances of being successful. Rate success decreases consistently with increasing goal amount. Most likely organisers knew about this correlation as can be seen with decreasing number of total plays with higher goals. For example, there are more than 100 total plays with goal of less than 10,000.00; the number of total projects are significantly lower for higher goal amount.
* Analysis performed on the sheet named: “Outcomes based on launched date” indicates plays are more successful in the first half of the year compare to the end of year.
* May, June and July are the best month to launch a play in order for it to be successful.

Few suggestions for additional analysis

It will be useful to see how the outcome varied in different countries. Such information may provide useful information about things like: when is it the best time of the year to launch a play in a specific country.

Also, it will be worth looking into the duration of each play versus the outcome. As the duration can affect the success of a play.