**“To Be or Not To Be?” – Fundraising Goals and Outcomes Based on Launch Date for Playwright Fundraising**

## The Project Overview

Louise is a playwright who is looking to manage successfully her current and upcoming fundraising campaigns. To do this, Louise is examining data about fundraising campaigns for a variety of uses including movies and television to live theatre shows. The data includes fundraising campaigns in both the US and Great Britain. She recently attained fundraising success with her play, *Fever,* and according to her data, this play came close to reaching the predetermined goal in a relatively short amount of time. Louise now seeks to examine the results of other fundraising campaigns in the relation to the funding goals set and their respective launch dates.

### The Purpose

Through this report, Louise will see the outcomes of other campaigns based on their fundraising goals and launch date. As a result of the trends found in the data, Louise will be able to launch future campaigns confident that she can avoid mistakes found to have resulted in less successful campaigns, such as setting over-ambitious goals.

## The Analysis and Challenges

###The Challenges

One of the limitations was the lack of data for Outcomes Based on Launch Date in the fields of canceled and live shows between the years of 2010-2013. During this time, only three successful live shows were reported. The lack of data in the fields of “canceled,” “failed” and “live,” presents a problem for detecting past trends. During this four-year time span, there is data reflecting a total of 24 successful shows. It would be helpful in going forward to have the missing data from years prior to 2014 in order to have a better grasp of the outcomes.

### The Analysis

From 2014 to 2017 where complete data was collected, 59% of the fundraising goals were reached. Moving forward it would be helpful to Louise if the missing data could be reconciled with the known. This could provide additional answers to questions:

* Were they not fundraising at this point?
* Was data not collected during these years?
* Were only the successful plays reported?

Finding answers to these questions, could further assist Louise in moving forward with her plans.

### Analysis of Outcomes Based on Launch Date

The data shows that between the years of 2014 to 2017, 59% of campaigns to fund live plays were successful. In the years 2010-2013 data was incomplete. It appears that data is incomplete for 2017, but it does include all categories.

### Analysis of Outcomes Based on Goals

When examining outcomes based on goals, fund-raising campaigns have achieved greatest success in the ranges of less than $1000 and in the $1000 to $4999. The less than $1,000 category showed a 76% success rate compared 24% failed. In the next tiered goal of $1000 to $4999, a total of 73% were reported successful. A total of 27% were recorded as failed. It can be noted that as fundraising tiered goals increased in their amounts, the level of achieved success dipped. This is particularly evident when goals of $25000 and upwards are launched. Through this data set, Louise can ascertain that smaller goals have been more readily obtained successfully by launch date. It is fair to note that a greater number of campaigns goals have been launched in the lower tier, and fewer goals have been launched in the fields upward of $25000. On this analysis, Louise may want to consider focusing her efforts on increasing fundraising efforts in the tier of $15000 to $19999.The tiers directly below these amounts showed the greatest success, and the tiers directly above showed the lowest percentages of success. There is an even split of 50% of success and failure in this tier. The majority of the fundraising campaigns were in the $1000 to $4999 tier; most of these were successful at a rate of 73%.

### The Challenges and Difficulties Encountered on the Way

One challenge that presented itself when analyzing outcomes based on goals is the lack of data in “Number Canceled.” Questions abound relating to this such as:

1. Were there no canceled shows?
2. Were they not reported or collected for this part of the project?
3. If there were cancelled projects, why were they not reported?

Without this part of the data, the picture seems incomplete. Multiple goals failed, particularly in the $25,000 to $29,999 goal range. These campaigns were listed as unsuccessful with a failed percentage of 80%. With only a total of five projects presented, four of these are reported as fundraising failures based on the outcomes based on goals. It would be interesting to see if there is additional data on “number canceled,” and what the rationale was for continuing to see the “failed” projects on to fruition instead of canceling them earlier. These are some ideas Louise may want to explore as she moves forward in her future fundraising campaign efforts.

## The Results and Findings

- Two conclusions that can be drawn about the Outcomes based on Launch Date:

1. Incomplete data in years prior to 2014 do not allow us to see the full picture of the data. It appears fewer shows were launched, and there were not any fundraising efforts reported.

In the time span where complete data sets are found, success was attained at a rate of 57% of live plays. According to the data, fundraising outcomes based on launch dates were successful during the 2014 to 2017 years. From this we can conclude that Louise can confidently proceed with her plans.

**-** A conclusion about the Outcomes based on Goals

1. More successful outcomes resulted from smaller campaign goals.

2. The more ambitious goals resulted in more failed outcomes.

Louise should focus her efforts on more attainable goals by looking at what proved successful in the more modest campaigns, such as finding what efforts were used in these campaigns. She should also proceed to work on increasing the successful outcome of the middle tiers of the fundraising goals (ones in the $10000 to $24999 tiers).

- Limitations of this dataset?

* Insufficient data in previous years pertaining to the Outcomes based on Launch Date.
* Data is lacking in the “Number Canceled” category on the Outcomes Based on Goals. It would be interesting to see why there were no canceled campaigns.

- Additional features to possibly include

- Tables and Graphs:

* It could be beneficial to see a graph reflecting the percentages of the Outcomes based on Launch Date in addition to the number totals.
* Data showing the most successful months for launching fundraising campaigns would also be useful. This could help Louise determine market trends.