Kickstarter Analysis for Louise

In order to help Louise in her kickstarter pursuit, I conducted an analysis of over 4,000 total kickstarter campaigns, including over 1,000 theatre-related campaigns. In order help Louise gain an advantage campaigning for her play *Fever,* two graphs were developed.

The first graph is titled "Outcomes Based on Goals." In this graph the focus is specifically the theatre subcategory of "Plays". Charted in this line graph is the success and failure rate based on the kickstarters' fundraiser goals. Here are some key findings:
- "Play" Kickstarters with fundraiser goals lower than $5,000 had the best success rate: 60%-75%. Those with fundraisers in the category "less than $1,000" represent the 75% mark.
- "Play" Kickstarters with fundraiser goals between $5,000-$45,000 ranged in success: 45%-55%
- ***UNIQUE*** There was one Kickstarter whose fundraiser goal was greater than $50,000 and they were successful. (This play likely had additional marketing and PR factors that made it an outlier. In relation to this research we will consider this data point irrelevant.)

The second graph is titled "Outcomes Based on Launch Date." This graph focuses on the parent category of "Theatre" (which includes "Plays," "Spaces," and "Musicals"). Charted in this line graph is the number of *successful*, *failed*, and *canceled* in relation to their fundraiser launch date. Here are some key findings:
- The month of May contained the most launched fundraisers as well as the most launched fundraisers that resulted in success.
- Regarding the total number of launched fundraisers, the month of May is the peak, and the total sum of launched fundraisers taper off until the end of the year in December.
- Visually, there is a parallel relationship between *successful* and *failed* campaigns except for the months of May, June, and July where there are significantly more successful launched fundraisers and the month of December *successful* and *failed* is almost equal in amounts.

Takeaways:
- Donors for **Plays** find it most reasonable to support campaigns with **goals** of **$5,000 or less**.
- Consider **May** the **best** month to **initiate** your campaign. June or July works as well. Maybe it's the weather?
- No matter what, do not initiate a campaign in December. People are less inclined to financially support ideas due to holidays and travel (and maybe weather).
- There are distinctively "better" goals and "better" months to launch the campaign from, but there may be other factors that can further increase the success potential of a "Play" kickstarter such as Louise's campaign.

Further Analysis Required:
- What is the relationship between "Play" kickstarters launched in May and their fundraiser goals? Because May is the most successful month to launch a campaign from, perhaps a $10,000 goal is more likely.