Reports for StarterBook Analysis

This report is to show result analysis to Louise so that she understands how to set up a successful play or theater campaign.

Based on Outcomes based on Goals analysis, we get the following conclusions for play campaign:

1. To make sure a play campaign is successful, we should not set up a goal that is too high. Goals should better be set up under local dollar 5000.

2. Most play campaign are in the range of local dollar 0- local dollar 10,000.

3. In the range of local dollar 5000- local dollar 25,000 your successful rate and failure rate for play campaign is similar.

Based on outcomes based on launch month analysis, we get the following conclusions for theater campaign:

1. Most successful theater campaign started in May.

2. Summer-Apr to August are good months for theater campaign considering the successful rate and number of cases.

3. The start month for theater campaign plays limited role in the successful rate with less than 20% of success rate difference.

There are several limitations on the data:

1. To navigate the date created factor, the date range is long actually, the data is from 2010 to 2017. Old data may not show current situation.

2. For the outcomes based on goals factor, we didn’t include live situation.

3. We may need to consider to exclude extreme data to show the representative of our analysis.

4. We may convert local dollar to USD for goals amounts so that different countries are more comparable.

Also, I have several suggestions for other tables or graphs:

1. We can also navigate relationship between successful rate and campaign duration. This may help us set up a reasonable timeline for campaign.

2. We can get tables for mean, medium, mode and standard deviation, quartile to get a better idea of the distribution of data.

3. If can filter by countries to set up the graphs so that we know specific strategy for the specific countries.