Starter Book

1. **Given the provided Data, what are three conclusions we can draw about Kickstarter campaigns?**
2. According to the Bar graph and sub-category Pivot, makerspaces had the least amount of Kickstarter success. This indicates that kick starters should generally avoid this sub-category, relative to others.
3. The most recent trend, from November to December, shows that startup failures increased. Since Thanksgiving and Christmas lie on these two months, it is expected that aggregate cash flow to these startups decrease as a result of increase in personal expenditure for black Friday and Christmas shopping.
4. **What are some limitations of this data set?**
5. Lack of Data is one of the limitations. These data sets do not tell the full picture as we are only considering a sample size as opposed to the population size of all Kick starters.
6. The current data set also does not indicate the relative health of the economy. As aggregate GDP in these different countries increase or decrease, the “life source”, that is the cash that backers are capable to pledge, fluctuate and therefore this data set cannot be used to indicate future kickstarters in any particular sub-category will be successes or failures.
7. The data set also does not indicate relative market share of the listed Startups. A greater market share has a higher pool of cash which will make success of a startup easier to achieve.
8. **What are some other possible tables and/or graphs that we could create?**
9. Scatter Plot could be used along with a regression line to determine if there is a positive relationship (R^2 value that is close to 1) between different factors. Although correlation does not equal causation, this may nonetheless lead to asking more questions that can pinpoint factors in the success of a startup.
10. Pie Chart can be used to understand the relative market share that kick starters can tap into. This can also provide the “why” certain kick starters fail, due to barrier of entry or how aggressive competition is in the listed categories.