**STARTER BOOK**

**Kickstarter results and analysis**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. **SUCCESFUL PROJECTS**

A total of 4,114Theater is a recurrent type of project funded via Kickstarter from 2009 to 2017. Theater and many other cultural projects are ahead than any other such as technology. Projects under the category of Music have the biggest successful rate (at 77%) of their total launched projects, however, theater has the most successful projects (839) and the smallest cancellation rate (2.7%) of the three most common types of projects (theater, music and technology).

1. **AMOUNT FUNDED**

Kickstarter seems like a legit and efficient platform to ask for donations and fund a project. A total of 463,246 (99.67 dollars per backer on average) people pledged for a project raising a total of $46,173,741.66 dollars, which landed in 53% of successful projects during the analyzed years. The country with the most projects and funding was the United States, the one with the least funding is Belgium. Even though theater had the most projects and the biggest success rate, technology had the biggest amount of funding, half of the whole amount, and its backers where more generous (133.9 dollars each).

1. **TRENDS**

Kickstarter had an interesting peak during 2013 duplicating the number of projects by 2014 and maintaining the success during 2015, however, a descend of its use has been notorious during 2016 and in the last year of measurements went back to the same statistics as of 2009. However, in a monthly basis may seems to be the best month to fund a project, since in general, the first quarter of the year have the most succeeded projects.

1. **What are some of the limitations of this dataset?**
2. A catalog or dictionary of terms and variables would be useful for this data’s users.
3. Mix values are not a good referral of a well-designed database. Text should be translated into numbers, in order to make the data appropriate and manageable in different software’s and platforms such as Stata.
4. ID’s must have the same number of digits.
5. Conversion. Amounts must be available in the same currency.
6. **What are some other possible tables/graphs that we could create?**
7. Funding relations among categories, sub-categories and state of the project.
8. Trends per year and month for categories, sub categories and stated per project.
9. Percentages of pledged/goal amounts per year and category and sub-category.
10. Number of backers per category, subcategory and year.
11. Trends by country and amount pledged per type of currency.