Jordan Cizmja

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MSU Data Analytics Bootcamp

Summary of Starter Book

After studying this data set, I was able to draw 3 conclusions. I found that overall plays have the most successful campaigns on Kickstarter but also the most failed campaigns on Kickstarter. This leads me to the conclusion plays are not the best campaigns for Kickstarter even though most successful. I found that Music, specifically rock sub-category, had the most successful and least failed. Bringing me to the conclusion this category is the most likely to succeed. Lastly, I found the in Qtr. 2, is when the most successful campaigns occur, bring me to the conclusion this is the best time to begin a campaign.

A limitation of this data set I that we do not have any background information on these campaigns. I believe that can have a big impact on the overall success rate.

Additional tables and graphs could have been created to compare the staff pick to the success rate. This would have allowed me to find the correlation and accuracy of their picks. I also could have created a script to find common words to their blurb, this would have allowed me to see if there is any correlation to what is posted to success.