Tanique Adams 11/9/2018

**Starter Book Data Analysis**

1. Three things we can conclude based on the data are:
   1. When comparing the state of the projects across the date launched, it’s clear that most projects found success in February, May and the period between October and December. This seems to coincide with the fact that projects are more often released at the beginning, middle and end of the year, as this is when the number of projects regardless of state, all seem to peak. Cancelled projects have more negligible results, but oddly peak in the July and November months.
   2. When comparing the state of the projects based on their goals, it’s clear that the projects with lower goals found success far more frequently than projects with higher goals and failed less compared to higher goals. Projects within the middle range seemed to have a more split chance of either being successful or failing.
   3. When comparing which projects were given a spotlight and their final states, by an overwhelming margin, all projects given a spotlight were successful and very few to none were successful if they were not given a spotlight. This makes a clear point that marketing and exposure is everything when it comes to getting funding for a Kickstarter project and if you are unable to receive that recognition, your project is unlikely to be successful.
2. Some limitations of this data are:
   1. We cannot know the amount of money an individual backer contributed to the project. At most we can calculate the average donation as we have done, but many projects offer high tiers available to only a few people and if those limited spots were all filled, a larger portion of the success would fall to those few regardless of how many backers a project had.
   2. The data has no way of providing insight as to why projects may have found more or less success in a given month or time period over others. There are some interesting trends that could be explored with further data collection and analysis.
3. Other graphs that could be used are:
   1. A pie chart for a simple visual representation of how many projects were successful, failed, were cancelled or are still live.
   2. A scatter plot could be used to find correlations between the various data parameters and then tested for significance with a trendline.