**StarterBook – Conclusions**

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**Feb 14, 2019**

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* Theater is the most successful parent category on Kickstarter.
* Plays is the most successful sub-category on Kickstarter.
* May is the best month to launch a successful Kickstarter campaign
* December is the worst month to launch a Kickstarter campaign.

**What are some of the limitations of this dataset?**

* We don’t know the size of the population, so we don’t know if we have a representative data sample.
* We don’t know how each campaign was marketed. How many campaigns failed to reach their goals because they weren’t marketed well?
* The data doesn’t tell us what, if any, role the name of the campaign and the campaign blurb play in influencing backers. Do blurbs with typos, no photos, etc. perform worse?

**What are some other possible tables/graphs that we could create?**

* Success rate of Staff Picks campaigns vs. non-Staff Picks campaigns. Did the Staff Picks feature help boost campaigns as was Kickstarter’s intention?
* Highest average donation by category.
* Success rate by country and currency.