

## KICKSTARTER QUESTIONS

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- 1) Observations about All Country vs Campaign states
  - a) Theater seems to have the most campaigns in general.
  - b) Technology appears to be the most volatile category.
  - c) Journalism seems to be the category with the least campaigns.

2) We don't know how heavily any of the campaigns were advertised. For an example, there could have been a massive street team marketing a particular campaign or an endorsement from a public figure for another.

Another limitation is we may still perhaps have some raw results (i.e. outliers) that we could filter or perhaps analyze deeper.

3) We could use keywords used in the blurbs, check the correlation between (construct a regression using) staff picks and campaign success, and make tables/graphs about currency exchange rates versus pledge amounts.