# Analysis of the StarterBook Data.

## Given the provided data, what are three conclusions we can draw about Kickstarter campaign?

1. Theater campaigns are most successful
2. The Theater sub-category “Plays” are most successful.
3. Most successful campaigns occur in the month of May.

## What are some limitations of this dataset?

1. Incomplete Data
   1. All countries represented?
   2. Data as of 2009-2017?
   3. All categories/sub-categories covered?
2. Users may be entering incorrect data
3. Other than goal and pledge amount, there are no other insights predicting the state of the campaign.

## What are some other possible tables and/or graphs that we could create?

1. AVG Percent funded based on Category/SubCategory or Date Ended(month or year)
2. Average Donation based on Category/SubCategory or Date Ended(month or year)
3. Correlations of state based on Staff\_Pick or Spotlight(not defined?).
4. Correlations of category/sub-category based on Staff\_Pick or Spotlight(not defined?).Is there a human bias towards category?
5. Correlations of percent funded and average donation based on Staff\_Pick or Spotlight(not defined?). Are these factors in more social media exposure to the projects?