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

2. What are some of the limitations of this dataset?

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

1.

Although the Starter Book sample represents only 1.5% of the Kickstarter campaigns, if drawn in a random, unbiased manner (given the large sample size) we can conclude that the sample is representative of the +300,000 Kickstarter’s population of projects.

The three most successful project types (categories) – music (77%), theater (60%), film and video (58%) account for 63.5% of the StarterBook sample (and we can infer the same of the Kickstarter populations).

2.

The data set presents mixed currencies, the data should be presented in one currency (for example $US dollars), so that all dollars associated with each project receive equal weighting).

The data set provided deadline, which should be defined. Deadline may not equate to actual duration. The data set should provide duration so we can determine average project duration of successful projects.

3.

Pivot/Graph – category and sub category

Pivot/Graph – Country by category

Pivot/Graph – Country by Pledges

Pivot/Graph – Country by category by Pledges