Starter Book

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

1. For the main categories, the ones that were mostly successful include: film & video, music, and theatre. The least successful include food, games, journalism (due to all being cancelled), publishing, and technology. Photography was relatively even success rate. So, if one were to conduct a Kickstarter, it would be wise to go into one of the three successful categories. For subcategories, plays have the highest total success, but the rate was highest for classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio, rock, shorts, tabletop games, and television. All these subcategories had perfect success rate, however one stood above the others with the highest amount of success total. Rock had a perfect 260/260 success so it would be recommended for Kickstarter to go into rock. The most successful Kickstarters occurred around May and least success around December. It would be best for a Kickstarter to operate around spring and it is best to avoid winter if they want success.

2. The data set includes some live Kickstarter which is incomplete data. Some categories and subcategories have a much larger sample, the ones with less data could be less accurate with some outliers. The larger sample size, the more accurate the data becomes. Potential bias with staff picks and spotlight could limit this dataset.

3. Staff picked influences the state, backer counter influences the state, spotlight influences the state, and average donation influences the state. These could all be analyzed using more tables and graphs to determine if there is a potential correlation.