StarterBook\_Q&A

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

1. Over the years, about one half of the Kickstarter campaigns end in a successful story.
2. The categories with the highest successful rate are also the same categories with the highest failure. According to the results, 85% of successful stories were art related.
3. 74% of projects were form the US

What are some limitations of this dataset?

1. There is no data indicating why the projects were successful or failed
2. Data doesn’t provide the size of the company
3. Data doesn’t share for how long success is measure (e.g., 5 years, 10 years)

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

1. Graph by country
2. Table and graph by business line (e.g., art, tech)
3. Table and graph by the funding currency