Starter Book Report

October 19, 2019

# Conclusions

With the given dataset it is possible to draw the following conclusions:

* Of the categories with the Kickstart data, Theater Campaigns are nearly twice as prevalent than any other category followed by Music Campaigns, Technology, and Film and Video Campaigns, respectively. It is important to note the results by country vary greatly from the aggregate results.
* Theater Campaigns were by far the most popular campaigns in Kick Starter and they also had one of the highest success rates at nearly 60% (excludes canceled and live campaigns).
* A closer look at the data sub-category reveals the polarized results of some campaign categories. For example, the sub-categories of Classical Music, Hardware, Metal, Pop, Radio and Podcasts, and Rock all had 100% successful funding campaigns. Animation, Artbooks, Audio, Drama, Faith, and Fiction, on the other hand, had 0% successful funding.
* In general, funding campaigns started between February and June have higher success rates than campaigns started in other months of the year. Note that this general observation varies greatly by category and sub-category and data should be reviewed accordingly if used to select a campaign start date for given sub-categories within give countries.

# Dataset Limitations

* This data is limited to the achievement funding goals but does shed light on the success or failure of the given business ventures post launch.

# Other Potential Areas of Inquiry

* Given that much of the data is currently presented in terms of volume, it may useful to consider success and/or failure rates by category and sub-category in order to better predict the likelihood of achieving full funding.
* Viewing funding success in relation to the data component Staff Pick may reveal valuable correlations. The campaign designation of “Staff Pick” may have a positive influence on those looking to invest in Kick Starter campaigns.