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StarterBook Report

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

Based on the data, the most successful Kickstarter campaigns are for theater projects. Projects tend to be the most successful in the Spring and less so at the end of the year, and most projects either fail or are canceled.

1. What are some limitations of this dataset?

This dataset doesn’t explain how the categories and subcategories are defined, meaning it’s unclear how projects are assigned to the individual categories and subcategories. The dataset also does not indicate how each Kickstarter initiative was managed and what the successful campaigns might have done that the failed campaigns did not do. Additionally, some of the columns could be defined more clearly. Without knowing more about Kickstarter, “spotlight” and “staff\_pick” are not readily understood.

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

It could be helpful to show which keywords from the “blurbs” are most common in successful projects. We could also create a graph to display the relationship between number of funders and the dollar amounts in successful project to determine if they had a few high dollar funders or a higher quantity of smaller donations.