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**Homework 1: Starter Book Report**

1. Looking at success based on category can be very misleading. A subcategories success could be masked by the failures of other subcategories. When you dive into the subcategories we find more useful information. For example, music has a success rate of 77.1%. Though not all the subcategories were successful. In fact, faith, jazz and world music all have a zero success rate. They either failed or were cancelled and faith has a few that are still live – so it could still change. Overall it seems the most success occurs when the start between May and June. Every successful start up was fully funded but not all fully funded were successful. So being fully funded does not guarantee success but it does increase the likelihood. The lower goal amount needed to be funded the more likely you were to be successful. As the dollar amount increases the chance of success steadily decreases. In fact you become more likely to fail than succeed if your goal amount is over $20,000. The likelihood of success and failure do switch two more times as price increases but likelihood of success does not return above 50%. This would be logical since reaching you funding goal seems to be directly correlated with your success. The higher your goal is to be fully funded the harder it can be to reach that target amount.
2. The data set does not take into account the marketing campaign for the start ups. Also the data only goes through 2017. There could be market changes or demand changes that have happened in the last two years that the data is not taking into account.
3. I would be interested in looking at the subcategories compared to time rather than the overall category. For some subcategories they were entirely successful, such as hardware, or not such as world music. For these it would appear the time of start up would be irrelevant. Though for those with a mixed success and failure rate, the timing could play a roll in it. Take for example the technology subcategories. Timing could play a roll for markerspaces, space exploration, and wearables. Though the trends could be masked by the success of hardware or the lack of success of web and gadgets.