**David Kaatmann 7/20/2019**

**Starter Book**

**1**

After a consideration of the data for the Kickstarter Campaigns in the first two sets of tables and charts, which I filtered by category and sub-category respectively, I noticed that projects related to entertainment had experienced the most success with the best ratio of success to failure. I noted that Theater had 839 successes, Music had 540 successes, and Film and Video had 300 successes. Theater, as well as Film and Video, experienced a rate of success that was almost 2:1, with Theater experiencing 839 successes for 493 failures, and Film and Video experiencing 300 successes for 180 failures. Music was more successful with 540 successes to 120 failures. Within the range of subcategories, Plays, Documentaries, and Rock had the most successes with 694 for Plays, 260 for Rock, and 180 for Documentaries. We could investigate with further analyses whether a definite relationship exists between the personal emotional satisfaction of benefactors and the success of a Kickstarter Campaign.

I also noticed that there was almost complete consistency, in terms of category, in the number of cancellations. We see that the number of cancellations, with one exception, fell between 20 and 40. Technology was an outlier with 178 cancellations. We could perhaps attempt a later analysis in order to investigate whether the volatile nature of technological research and development contributes to the higher number of cancellations, and whether the data for technology should be considered an anomaly to our investigations that we should consider as a separate issue.

When I examined the third table and chart, that I filtered for a particular season of the year, I noticed a sharp decline in success in November and December. Could this decline be due to the season of holidays in which personal resources are diverted from philanthropy in favor of personal gifts?

**2**

I noticed in the spreadsheet that two of the columns of the dataset involved the donations of financial benefactors. One column listed the number of benefactors, while another column, that I created, estimated the average donation of individual benefactors. Since we cannot determine the motivation of the backers simply from their number or their average donations, we cannot, if our purpose is to determine success in Kickstarter Campaigns, definitively determine, solely from these two types of data, how the crucial element of motivation impacts success in a campaign.

We should also be mindful that we only generated table and charts that analyzed data through the filters of category, sub-category, and time. We did not perform any regression analyses between various columns of data in order to determine a value for R-squared.

**3**

We could also create a scatterplot diagram with a trendline, a regression analysis in order to determine R-squared, and even modify our line graph with moving averages to create a more nuanced interpretation of the data.