**Starter Book Questions**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Kickstarter projects in the “Theater” Parent Category are the most often attempted, and the most often successfully funded projects.
* Within the “Theater” Parent Category, projects in the subcategory “Plays” is the most attempted and successful. In fact, “Plays” is the most popular and successful subcategory overall, in any category.
* Generally, the time of year that a Kickstarter project begins does not correlate to how likely it is to be successful or to fail. (In December, there is a slight decrease in the number of successful projects relative to the total number of projects – maybe due to the holidays)

1. What are some of the limitations of this dataset?

* It doesn’t include data on how quickly a project met its goal – something I think could elucidate trends in what consumers are excited to back
* I would also be interested to see the most popular “prize” donation that the project offered to compare it to the average donations – something that might show whether consumers are more likely to donate when there is the promise of a material good.

1. What are some other possible tables/graphs that we could create?

* We could determine the length of time that a Kickstarter is active (subtracting the Date Created from the Date Ended), and correlate that to the percent funded. I would expect that the longer a kickstarter is active, the higher percentage funding it would receive.
* Similarly, we could plot the correlation between the percent funded and the number of backers the project had. I would expect more backers to correlate with a higher percentage.