Kickstarter Analysis

# Most Successful Categories

Out of the seven categories; film-&-video, music and theater have the highest rates of success. With foods being the worst performing category (journalism arguably performs worse since it only has canceled campaigns under it).

Looking deeper into the sub-categories of the most successful, we see that subcategories from film-&-video and music are either homogenous successes or failures. Subcategories in theater only diverge from this pattern slightly by not being exclusively composed of successes or failures. Looking more broadly at all the subcategories of all the Kickstarter campaigns shows that this is not exclusive to the top-ranking categories. It seems that only certain subcategories contribute significantly to the overall success of a Kickstarter category.

It seems that the amount of Kickstarter campaigns have increased in between 2009 to 2017. However, the relative number of successful campaigns to failed campaigns seems to peak in the early half of the year (across the recorded years), but steadily decreases in the latter half of the year with the failed campaigns outnumbering successful campaigns in December.

# Limitations of Dataset

Without exact dates for when a campaign is placed in the “spotlight,” made a “staff pick,” gained 90% of its funding we can not make confident predictions about the effect of the two earlier variables to campaign success. Additionally, latter piece of data would allow us to determine if campaign success typically has snowballing success or has mass influx of pledges at first that tapers off after their initial influx.

# Additional Possible Tables and Graphs

* We could graph success compared to the total length of the campaign or a ratio of the length of the campaign to the goal amount.
* We could also create bar graphs that compare the outcomes of campaigns to their country/region of origin.