Kickstarter is a fantastic tool for up-and-coming companies or projects to get their beginnings. This is a selling point of the company and a driving force for the number of participants seen within the data provided to this analyst. However, despite the potential promise, the amount of success comes with a staggering amount of failure. Between 2009 and 2017 of the 4,114 projects involved within Kickstarter, around 45% of projects either failed to achieve their goal or were canceled altogether. While a 55% success rate remains in the positive, this almost 50-50 odds of success may be deterring for investors and could impact future projects. Among those whose goals were met, theater projects obtained the most funds at 38% of all successful and live projects, however this category was also the most common to fail at 28% of all failed and cancelled projects. The category most likely to succeed was music at 75%, despite being the third category in the total of projects funded, whereas journalism had no success with all their projects being canceled.

There are limitations to this data, as success can vary based on media presence and we have no way of knowing if a campaign’s success was in relation their advertising and investor relations. We also cannot target demographics of investors to see if any marketing or media feedback for a given category was best received by a specific demographic. Data would also be skewed if we were to look at the most successful country within Kickstarter, simply due to usage within each country and as such should be disregarded.

Though we have created six different tables and charts to best analyze this data visually, there are alternatives to break down the data. A pie chart could be used to see the percentage of each level of success for all categories, aiding in a visual representation of those fields which do best or worst within Kickstarter. Other variants of bar graphs can work as well for breaking down the filtered status of the categories. The graphs used would highly depend on the data desired by the client’s needs.