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| From the information in the tables, it is evident that the majority of the kickstarters were in the parent category Theater, and the most successful parent category was Music. Of the subcategories, Plays were the most represented. Although there Kickstarter has a global audience, the most kickstarters were from the USA. |
| Some of the limitations of the dataset are the age of the dataset and the sub-categories. The dataset provided is from March 2017. Any promotions/features offered since that time would not be measured. The sub-categories could be grouped differently. Film and video have documentary, shorts, television, animation; however, they also include Science Fiction and drama. If you include Science Fiction, Drama, you should also include Horror, Comedy, etc. It would also be interesting to know what the ‘deliverables’ or perks are – these could also influence the campaigns’ success rates. Also, higher level category such as type of deliverable would be useful in determining best chances of success. |
| In terms of successful campaigns, measuring the impact of staff picks and spotlight on success/failure would be useful in analyzing success factors. Also, a table comparing success vs campaign length would help to determine the ‘sweet spot’ for campaigns |