Kick Start My Chart Report

In this study of Kick Starter campaigns, over 4000 projects of various categories were examined. Based on the analysis the data, the types of campaigns that are most likely to succeed are theater, music, and film & video while the least likely to succeed are journalism, food, and publishing. Games, technology and photography got mixed results. Within the music category, the rock sub-category is the most popular with a very high success rate. However, the world music sub-category was the least popular and had a very low chance of success.

Although the data set was large, it was not without limitations. It did not include who the campaign was started by, how it was advertised, and other specifics. These aspects of the campaigns would likely have been significant in determining the success or failure of a campaign. Additionally, the categories included in the data set are not comprehensive.

Also examined in this study was the time of year a campaign was created. Throughout the year, the number of successful campaigns starts off high in January but trends downward. However, they begin to rise again in late spring and level off in early summer before falling off again in late summer. There is another uptick in September, but the number again trends downward as the year ends.

Many other tables and charts could have been created from the data set as well. These could include a table/chart examining how the backer count effects outcome or how the time allotted for the campaign effects the outcome.