# Kickstarter Assessment

Empirically, Kickstarter campaigns are less successful the greater the goal is, steeply dropping in success rate with a goal above $40,000. Theatre is the most successful category of Kickstarter campaign, with plays being the most prominent category, both in terms of success and gross number of campaigns. Very slightly more than half of all Kickstarter Campaigns are successful.

The primary limitation of this dataset is the total ignorance on how these campaigns were marketed or advertised. While the ”Blurbs” column provided a brief synopsis of what the campaigns were for, we are effectively blind as far as how these campaigns were pitched to investors, the frequency of fund seeking endeavors, or where the campaigns were advertised outside of Kickstarter directly. I would argue that it would be better to refine the assessment of campaign success rates based on category, not simply a total percentage of successful campaigns as the sheer amount of successful play Kickstarter campaigns likely damages the integrity of the averages.