1. They are a gamble, especially if you have a higher goal. Categories with more solid success margins are music and theater, with the other categories having higher fail/cancellation rates. For unknown reasons, April through May seems to have greater success margins when looking at all the years represented in the data. However, looking year by year, there really aren’t any reliable months for Kickstarter campaigns to have a higher probability of success.
2. There is no data on the amount/percentage each backer pledged, which could be useful in understanding how or why some Kickstarter campaigns were successful over others. It would also be useful to have more data on how campaigns were run to see what techniques contributed to making campaigns successful. Also, data on how “visible” campaigns were (i.e. if campaigns were ‘staff picked’ or not) would be helpful.
3. Tables/graphs on creation/deadlines relative to success rates would be interesting to look at to see if longer or shorter deadlines are correlated with higher or lower success rates. Also looking at average donations per backer relative to success rates in a table/graph would be useful.