1. Kickstart campaigns are most successful for performing arts categories such as theater, film & video, and Music.

Approximately 150 backers is the benchmark to whether your campaign will be successful or not.

Out of all the campaigns, about a little more than 50% were successful.

1. The sample size is small for each category and the data might not accurately reflect the success for the entire population.

The data does not consider the location of each campaign. Some campaigns could be based in locations that are denser and more dense populations have a better chance of people contributing to a campaign.

1. A pie chart could be used to reflect a percentage of successful or failed campaigns.