Based on the data I would suggest if someone is either looking to start a successful campaign and or back a successful campaign to look in to tech, publishing, and photography related campaigns. These parent categories seem to be successful about twice as often as they are failures. Journalism related campaigns, according to our data currently has a one hundred percent success rate but only 4 existing campaigns so it may be too early to tell how successful those types of campaigns will be as whole. Theater, music, film & video campaigns make up the lion’s share of campaigns all with a around fifty percent success rate.

Not only what the campaign is, but when it is, also plays a role in campaigns success. Campaigns success peaks in July, but any time between May and July is the ideal time to start a campaign, but campaigns should avoid starting around August. Only forty nine percent of campaigns that start in this month are successful, and it is the only month where over half of the campaigns were either failed or canceled.

A table of outcomes based on goals was made, and in it we can see that campaigns are most likely to succeed within the 15000-3500 range. I’d like to see where the categories fall in these outcomes based on goals table. Currently we see about half of the theater campaigns are successful, but perhaps black box theater which could have a smaller budget and therefore smaller goal could have a seventy percent success rate, and it’s really larger productions that are proposed constantly but the budget only makes it a few times that are making seem like all theatrical campaigns will be a flip of the coin. There in lies a limitation, we only have large sweeping parent categories and very granular sub categories, it makes it hard to give context to what’s happening in the parent category.