Kickstarter Analysis Report

There are some conclusions one can draw from the data presented in the charts about the various kickstarter campaigns. The charts will show at a glance how successful or not a campaign category will likely be. We see that projects in theatre have a lot of donations and there were much more successful campaigns than failed campaigns. Kickstarter is obviously a great way to get your play seen! A second and similar conclusion can be drawn about getting a band’s project started. The music category is widely successful. The most activity and least amount of cancellations trend in late spring early summer so starting a campaign then might give the project a higher probability of success. The data isn’t conclusive and can only predict trends. The particular “why’s” of a successful, failed, or especially cancelled individual campaign are not shown in the data. Creating a few more charts and graphs such as the average backer amount compared to success would help draw more conclusions about popularity. The length of the campaign compared to its success or failure rate would shed more light on how the length of good campaigns and predicting their success rate. There is a lot to do with this data to draw many different conclusions.