Overall, an analysis of the Kickstarter project data suggests that theater (n = 1393), music (n = 700), and technology (n = 600) projects account for over 65% of Kickstarter submissions. Among those categories, musical initiatives started on Kickstarter have the highest probability of succeeding (≈77%) over theatrical (≈60%) and technological projects (≈35%) respectively.

Unfortunately, this overall analysis does not suggest global trends. One of the key limitations of this analysis is the distribution of Kickstarter data by geographic region. Kickstarter appears to be overwhelmingly popular in North America (Canada, United States, and Mexico), which account for (≈78%) of all proposals submitted. Asia is especially underrepresented in this dataset, with all Asian data coming from Hong Kong and Singapore.

The manner in which sub-categories are classified is also somewhat limiting to the conclusions we can make at the sub-category level. For example, within the musical category, the most successful projects were those categorized under ‘rock’ (≈37%), however it is unclear how this category is differentiated from the metal, faith, and indie rock sub-categories. Several music projects tend to blend genres in order to distinguish themselves in the market. For example, if a band produces ‘Christian-rock’ music, how would this be classified in Kickstarter? Would it fall under the faith sub-category? The rock-subcategory? Or both? This lack of clarity in classification ultimately weakens any conclusions one can make on the sub-category level for projects that fall under the music category.

An interesting path of investigation that may need to be pursued is the percentage of projects that were successful/failed/cancelled/live based on the time they were allowed to achieve their goals (time between the date created date and deadline date). It would be interesting to chart this data and make some conclusions about how much time an average project will need on average per dollar requested from contributors.