Of the 4,114 kickstarter projects in this dataset 53% were successful. The categories with the most successful projects(theater (60% success), music (77% success) , film & video (57% success) were all in fields where the end product is something a potential backer could easily envision. This can be more clearly seen in the technology category where the subcategory of hardware had all 140 campaigns meet their funding goals. While web and gadgets had zero successful campaigns out of the 180 in the data set.

Projects that ask for more money have a higher fail rate. The majority of projects asking for less than $10,000 achieved their funding goal. This makes Kickstarter a risky venture for expensive projects like mobile or video games (0 successful campaigns out of 140) where the respective averages for funding goals were $26,375.75 and $60,816.74. In the games category table top fared much better (80 out of 80 successful campaigns) with an average goal of $8,405. If you have an expensive project Kickstarter is the best place to seek funding.

Campaigns in the technology category have the greatest ability to pull in money with over 23 million dollars pledged. That’s 308% more than the next highest category, theater, despite having 793 fewer campaigns. However, technology also had one the lower success rates at 35%. Only three categories were lower: publishing, food, and journalism.

If the purpose of this analysis is to show what types of campaigns find success on Kickstarter then the data can’t account for the subjective nature of evaluating the blurbs.

Another graph that would be the success rate for projects that are either a staff pick or have been spotlighted by Kickstarter vs the ones that aren’t. A quick scan of successful projects shows that featured. On a more meta view it would also be interesting to see the effect that spotlighting and staff picks have on the number of backers and funds raised.

To have a better understanding of what kinds of campaigns perform better on Kickstarter a chart showing the monetary pledges per category could do this.