KickStart My Chart

December 18, 2021

Conclusions that can be drawn

1. Success is generally greater for artistic categories (film, music, theater) than for more concrete categories (food, technology), but anyone thinking of starting a new campaign should definitely look at the subcategory data.
2. While the number of projects per year grows each year through 2015, the rate of success starts to fall in 2014. As even mounting a campaign can cost money, serious pre-kickstarter market research would be wise.
3. The vast majority of projects are from countries where English is native, which points to possible growth opportunities.

Limitations of data

1. The data gives no information on gender, ethnicity, or race.
2. The data indicates which projects met their funding goals, but not whether projects were actually completed and items sent to backers.
3. The data does not indicate whether items went on to be commercially successful.
4. What actually constitutes success? Even some projects with only 80% funding are shown as successful.

Other charts/graphs

1. I think it would be useful to combine category/subcategory and year data. Maybe all those successful plays were done early on and most have failed recently.
2. The data on how many backers projects had could also be useful, especially if combined with funding success rate.