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Kickstarter

Analyzing the data of Kickstarter campaigns displayed that the categories of campaigns that were most successfully funded were video documentaries, rock and plays. Plays were also the most attempted campaign. While funding of the campaign was quantified by the “state” – successful, failed, cancelled, live – it immediately focused my thought to the successfully funded campaigns. For the successful campaigns: did they become successful projects? Were they cancelled at some point? Did they fail, even though they had funding? The “Blurb” section was very limited in information for anyone to draw a conclusion from. Also, what type of campaign was used to make it successful with regards to the Kickstarter submission itself. Was their campaign page filled with text, video, graphics and did they perform marketing and advertising as opposed to just placing a campaign on Kickstarter?

Other comparisons that I would look at in charts and graphs are:

1. Which categories and subcategories were successful in which countries?
2. Which categories and sub categories where most attempted in a particular region?
3. What dates were most campaigns started?
4. What campaign start dates had the most success?