Kickstart Campaign Analysis

Given the provided data, there appear to be higher levels of support for theater and music campaigns, while 100% of the journalism campaigns started were canceled. Campaigns started in February, May and June have a greater chance of success than those started in December or September. The sub-category Plays appears to have the highest number of successes but that is also in part due to having the largest number of campaigns started. The actual success rate of Play campaigns was 65.10% whereas Nonfiction, Pop Music, Radio &Podcasts, Shorts, Tabletop games, Television, Classical Music, Electronic Music, Hardware all experienced 100% success rate of their campaigns.

There are a few limitations of the dataset. What is the reason or cause of campaign cancellations? Could it be due to an oversaturation of the subcategory of a lack of interest due to demographics pool solicited? We have the categories/subcategories of the campaigns, but we haven’t looked at the campaign blurb. Does the blurb give an insight as to the success/failure/or cancellation of campaign? Are there other categories besides journalism no longer trending? Are any campaigns for new sub-categories? What are the demographics solicited and how do they impact the success or failure of a campaign? How is the success or failure of a campaign impacted by National or World Events and/or tragedy?

In comparing a couple of sub-categories, I have a few questions.

1. Why did 100% of the video game campaigns fail but 100% of the tabletop games were successful?
2. Is there a trend moving away from printed books as shown in the failed or canceled campaigns?

Other possible tables /graphs that could be developed

1. Table/graph showing the percentage rate of success/failure of each campaign.
2. Comparison from year to year – are the campaigns in each category increasing or decreasing over time?
3. Comparison of the sub-categories in a specific category