**Conclusions**

* Kickstarter campaigns under the ‘Theater’ category are the most popular having a grand total of 1393.

Of the sub-categories, ‘Plays’ is the most popular and successful at 65% success rate versus ‘Musical’ and ‘Spaces’ at 42.8% and 45.4% respectively

* Campaigns under the ‘Music’ category are the most successful at 77%.

Of the sub-categories, classical, electronic, metal, pop, and rock had a success rate of 100% while indie rock was 87.5% successful. Rock was the most popular at 260 campaigns and indie rock was second at 140.

* ‘Food’ campaigns were the least successful at 70% failure rate, and ‘Journalism’ had 100% cancelation.

It is important to note that the ‘Food Trucks’ sub-category is the main contributor to the lack of success having a total of 140 failed and canceled campaigns. However, the ‘Small Batch’ sub-category had a 100% success rate with 34 campaigns being successful and 6 going live.

**Limitations**

* Response bias and its determination of the campaign’s success

Since the main idea of a Kickstarter campaign is to gather backers to reach its goal, response and activity is required by the population to ensure its success. Depending on the campaign’s marketing and social media outreach, public response may vary due to the current trends, social climate, and contribution amounts. The desire to reach all the world population is the best-case scenario, but possible constraints may not be able to gain that coverage.

**Other possible observations**

* Deep dive into Sub-Categories to determine preferences.

The general overview into main categories provides some insight on how well the campaign will perform; however, the focus or specialization will give a better idea of which Kickstarter campaign to pursue. The following table is the success rate of all sub-categories above 0%:

