Kickstart my Chart Report

* Baby got Backed – The most surprising conclusion in the end is the surprising success rate with Kickstarter. Out of the 4114 campaigns listed, over 2185 have been backed successfully, (a 53.1% percent success rate). My initial assumptions before doing this assignment would be a general 20% succsess-80% failure rate similar to the success rate of most new start-ups.
* I want to be an artist- What Kickstarter has seemed to turn into crowdsource site for artists and creators. The highest success rate among all the categories is the music categories with 77% of all projects being backed, Theater with 60 % and film & video having a 57% success rate.
* Kickstarter the musical- The most popular subcategory within the list is plays. Over 1066 plays were listed with a 65% success rate. Though not the highest success rate among the categories, the next closest category would be rock music, with only 260 projects being listed
* Go Big or Go Home- A failed campaign will tend to not have much attention focused on it falling far below its goal and never coming close. Compare this to many successful campaigns in which the campaigns will go far over the initial goal, as much as double the initial goal ask
* Remember 2015- The clear peak for Kickstarter as a platform is in 2015, with 1225 campaigns being created. That’s 3.5 times the amount of campaigns than 2013, in which 274 campaigns were started.
* Did you do the thing- There is no metric shown if these campaigns were actual successes after being backed. Kickstarter is notorious for having campaigns that successfully backed but end up failing after the fact due to mismanagement of funds, the product not actually working as advertised, or simply the creators running off with the money. The success of a campaign should not be measured by whether it is backed or not, but by making it to market and having a legitimate plan in place.
* An interesting graph I would like to take a look at is change in the amount of backers per project. This would be interesting as it could tell how kick-starter as a platform was preforming and its impact in general.