**Projects funded – and not – by Kickstarter category**

Just over half of all projects – 53 percent – were successfully funded during the years covered in this dataset. The success rate, however, varied widely by category and subcategory, suggesting there are types of projects very likely to find backers, and others that most likely will find none.

1. The theater category was by far the most numerous, with 918 projects overall. However, it had only the third best success rate. Music (641 projects, 77 percent success rate) and Film and Video (425 projects, 62.1 percent success rate) were first and second, respectively. Theater projects had a success rate of 57.4 percent, and the category had the highest totals for successes (527) and failures (352).
2. Each category contained winners and losers in their respective subcategories. In Music, for example, 100 percent of projects were funded in several subcategories, including Rock, Classical Music and Electronic Music. However, Faith projects were only successful one-third of the time, and all Jazz and World Music projects were unsuccessful. Similar results can be found in other categories. For example, Kickstarters were willing to get behind Small Batch food products, but not restaurants or food trucks; tabletop games fared extremely well, but video and mobile game projects scored zero points.
3. There appears to be a main spike of project starts around the beginning of May, with two smaller spikes of project starts – one in February, and one in October.
4. Even on Kickstarter, no one want to pay for journalism.

Limitations

As with any dataset, there is a chance that additional information would provide more insight.

For example, projects are grouped by country, but that doesn’t provide much to go on, especially in a country as large as the United States. Are there states and cities where a type of project is more likely to be successful? What about an urban center, or a city with a major university, versus a rural hamlet?

Experience and resources may also play a role in Kickstarter success. Are the creators experienced in their field and taking on a new challenge, or are they newcomers without the track record to match their enthusiasm? Have they ever been part of a Kickstarter project before? Do they have their own money to commit as well, or is it purely on the crowd to make this happen?

Why do the spikes in Kickstarter activity occur? I don’t know if it’s possible, but perhaps there is a way to tell if a project is more likely to be successful if it starts during one of the off-peak times of year when there’s less competition among new projects.

Other possible tables/graphs

1. Comparing success/fail rate with amount of average donation.
2. Whether being a Staff Pick or a Spotlight Project influenced a project’s chance of success.
3. Measuring the percent funding, or average percent funding, for failed projects per category/subcategory.
4. Comparing backer counts to see if certain categories tend to attract more backers than others.