KickStarter Campaigns

1. 1. There are notable data trends related to a campaign’s category and sub-category. For example, theater is very popular and success, while publishing is not very popular nor successful. Plays have a great success rate, and video games do not.
   2. There does not appear to be a best time of year to try to run a campaign. All months have a similar success.
   3. Campaign goal has a noticeable impact on the campaign being successful. The lower the goal, the better the change of it reaching success.
2. One thing that the data cannot tell us is the background of the people who create these campaigns. I feel like the people that already have a strong following are more likely to reach their goal. For example, a musician who used to be on a label will probably be more likely to KickStart a new album than a smaller artist.
3. I would be interested in seeing how being spotlighted affects percent of success or seeing how length of how long the campaign was live affects percent of success.