Given the data we’ve reviewed about kickstarter campaigns, we notice that the highest success rate based on the launch date of the campaign tends to peak in the spring and struggle when launched in December. It is also clear the sub-category of play kickstarter campaigns are by far the most popular campaign. We can also see that several sub-categories have never seen a successful kickstarter campaign and others with a 100% success rate.

Based on the charts and pivot tables we have created so far, we do not yet know whether there is a correlation between specific times of the year that might be best to launch a kickstarter based on the category or sub-category. I would also want to know what common thread hardware, documentaries, classical music and non-fiction may have that caused all of them to be successful or inversely what is causing animation, mobile games and children’s books to have a total failure rate.

Based on the fore mentioned sub-categories with zero successful campaigns, it may well be skewing our data of overall success rates. I would recommend filtering out those to get a better picture of the success rates of the remaining campaigns. I would recommend creating further charts and pivots that should the success rate by category and sub-category on a month by month basis to see if different categories have different optimal launch times.