1. More campaigns succeed (2,185) then fail or are cancelled (1,879). December is NOT the month to try and fund something – go for May (tax refunds heck ya!). Surprisingly Theater is the category with the most successful campaigns (839) and plays the sub-category (694).
2. You cannot see the actual outcome—something might get funded but not be successful in the real world. You cannot break the data any further down then by country (no state or province) so you can’t draw conclusions about what area in particular is most likely to fund X, Y, Z. You can only get average backer input, not specific backer input—aka did one person fund 90% of it?
3. Time from launch to deadline. The effect of staff pick/spotlight on funding. Which categories/sub-categories are most featured in staff picks/spotlights.