Looking at the data for these selected Kickstarter campaigns, there are several trends that stick out from an initial analysis. There are seemingly very devoted donor bases in the subcategories of: classical music, documentaries, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games and television. While these categories are dwarfed in the number of projects compared to plays, they all are entirely successful categories with no failed or canceled campaigns. These 12 out of 41 subcategories were only successful, while 20 out of 41 had no success whatsoever. While these 32 [78% of] subcategories are polarized with either perfection or hopelessness there is one category that stands head and shoulders above the rest: Plays. This category has had the most total projects with 1066/4114 (25.9%) and the most successful campaigns with 694/2185 (31.7%). This seems to suggest that entertainment is sought after in funding Kickstarter projects. Additionally, if you are looking to start a campaign, don’t mistake the holiday season as a time for giving. December is the month with minimal success at 111 compared to the maximum of 234 in May and an average successful month producing 182 successes.

Of course, there are some additional areas of analysis that could be done. Where I would like to start my analysis with a new graph would be looking at the success rate based off the Goal dollar amount. Where those that failed simply too ambitious (or greedy)? I would also like to look at the average donation in more depth. Which country has the most or least generous donors? There needs to be more analysis to determine this average, minima, and maxima. In following my imitation of Kahneman I would like to look at the Staff Picks, to see their ‘influence’ versus success rate. How good were the staff at picking successful projects?

All data has drawbacks. Here are some that stick out to me. The data does not state whether the projects listed a suggested donation or gave rewards/merchandise for a certain donation level. Would this information provide more insight towards donor behavior? Additionally, are their tiers of value for donation levels that campaigns are offering? There is no information on what criteria makes a project be in the spotlight or a staff pick, that could be clarified.

Neither the mean nor the median is reliable in this data set. However, if forced to choose, the mean is more reliable. This is due to the skew that this data set has some large outliers.