The Kickstarter Campaign Data that is attached leads us to several conclusions. Fundamentally we found what makes a successful campaign and what variables factor into an unsuccessful campaign. When separated into categories we find that the most successful type of campaign is from the theater category. If fact, the theater category as a 60.22% success rate with more successful campaigns than any other category had campaigns in total. The next closest category-based success rate was film & video, which clocked in at 57.69%, but had a sample size of slightly more than a third less than the theater category. Conversely, we found that Food category campaigns failed at the highest percent, 83%. Except for the journalism category, which had all of its campaigns canceled and has a much smaller sample size compared to the other categories, the Food category was the riskiest category. This concludes us to say that, for both the donor and the person/group with the campaign, the riskiest category is Food, where theater is the safest bet at being successful.

Narrowing our scope to the sub-category, we find that plays are the most popular successful campaign on Kickstarter. There were 1066 play campaigns started with 694 completed successfully. It should be noted that there were several sub-categories that returned no failures or cancelations. Those include, Classical Music, Documentary, Electronic Music, Hardware, Nonfiction, Pop, Radio & Podcasts, Rock, Shorts, Tabletop Games, and Television. Once again, although the returns of these sub-categories are 100%, the sample size for these sub-categories when compared to the Play sub-category is 694 successes to 260 successes at the maximum point. We also found sub-categories that produced completely failed or canceled results. They include Animation, Fiction, and People among many others.

When analyzing the Campaigns from a month to month perspective, we find that May is the most successful month to start a campaign and December is the least likely to succeed when analyzing the percentages. We find a gradual increase from February to May in successful campaigns. Conversely, the timeframe from October to December is the most likely time to fail a campaign.

This data set of crowdfunding campaigns does have its limitations though. For one, this data is heavily skewed to the American market. Over 75% of all the campaigns that happened on the Kicstarter website were for the United States market. This could be because Kickstarter is an American based website and other websites would provide better global data, but what we have found it an American snapshot of the crowdfunding marketplace. Further limitations include the small sample size for the sub-categories. We found that 28 out of the 40 sub-categories provided exclusively positive or exclusively negative results, be it successful, failed, or canceled. This could lead us to believe that every Radio & Podcasts campaign, for example, will succeed, but with only 20 campaigns attempted in total it does not give us accurate forecasting ability on the future of Radio and Podcasts campaigns.

Another way to analyze the Kickstarter data is through looking at the average number of backers, the time-frame that the campaign ran for, the height of the goal that the campaign set. A pivot table that included the number of successful campaigns against the amount of the average donation could measure the excitement in a product, with the higher average donations on successful campaigns correlating to more consumer desire for the product.

The backers determine the success or failure of a campaign is also shown in this report, under Sheet(Bonus Stat. Analysis). This table sums up the mean, median, and variance among other points. We can see that the mean of the number of backers of successful campaigns versus campaigns that failed is stark. This data is skewed by the popularity of some of the campaigns though. The median would be a better number to predict whether or not a campaign would be successful. Failed campaigns show almost no target audience, with a median of 4 backers. We also see from this tab that the variance for successful versus failed campaigns is very high. This makes sense when considering the consumer. The successful campaigns tap into a niche that currently has a void. The backer agrees with that void and then wants that product to come to fruition. Successful campaigns have excitement behind them; a backer could tell a friend about a campaign or post on social media, thus creating new backers. On the other hand, failed campaigns should be largely forgotten, they do not have consumer excitement to further goals and are more dependent on a single instance of an individual coming across the campaign.