Kickstart My Chart Report

1. Journalism projects were the most unsuccessful because all 24 projects were canceled. Other unsuccessful campaign categories were food, games, publishing, and technology. Only 17 percent of food projects, 36 percent of game projects, 33 percent of publishing projects, and 34 percent of technology projects were successful. The United States also starts the most Kickstarter campaigns, but only 54 percent of them are successful. The year 2015 had 567 successful campaigns, the highest number of successes than any other year. It is important to note that 2015 also had the highest total number of campaigns than any other year.
2. One possible limitation is that a majority of the data comes from the United States. It is unclear in the data set given whether that is because Kickstarter campaigns have not been as successful or launched as frequently in other countries. This is a limitation because different types of campaigns could be more successful in countries than in the United States. There could also be a sample size limitation, depending on if all of the Kickstarter campaigns from other countries were reported. There has also been an increase in Kickstarter projects started over time, so you can’t accurately compare all of the years of data.
3. Another possible graph/chart would be to compare average donations for different campaign categories or to look at a campaigns goal in relation to how much money was pledged.