Reporting the Data

According to the data, one can generalize that over half of the campaigns funded by Kickstarter are successful. Furthermore, successful campaigns tend to spike around March, April, and May, but enter a steep decline during the holiday months of November and December. Around the end of March, Kickstarter most likely decided to pull away from campaigns involving live entertainment, which may have, coincidentally, resulted in a rising success in other categories. Judging by the data, the three most successful projects involved theatre, music, and film & video campaigns. The lower performing campaigns were theatre, technology, and film & video.

However, this dataset suffers from a few limitations that can deem some information as unreliable. For example, it is inaccurate to predict the success of campaigns on the amount of successes per category because a large majority of the projects were more attentive to some categories compared to others. For example, the number of projects on theatre and music far outweigh the number of projects focused on technology and film & video. This conclusion is further supported regarding sub-categories, where the number of plays, a form of theatre, towers over the number of rock projects, a form of music.

One could create a pie chart using data from categories or sub-categories to show the amount of successes compared to failures. This method can depict each campaign’s rate of success. Comparing the rate of success of one category to another can then show a rough idea of which campaign has a higher chance of being successful. For example, Indie Rock is a sub-category that returned one-hundred-forty successes and twenty failures. Photobooks, on the other hand, returned one-hundred-three successes and fifty-seven failures. Although the two sub-categories were funded an equal amount of times, a pie chart will show a ratio in favor of the successes of Indie Rock. Another viable graph one could use is a bar graph to compare the amount of successful, failed, or canceled categories per country. This graph will be able to show the favorable trends per country, allowing the campaign leaders to effectively choose a location for a certain project. For example, rock music may be more successful in the United States rather than Hong Kong.