Conclusions About Kickstarter Data

1. From this data, it looks like most campaigns were successful, but not by a large margin. The success of the campaign seemed to depend on what category was being campaigned for. Theatre, music, and film had good success rates, whereas food, publishing, and journalism seemed to suffer. Even then, film sub-categories were split. Dramas and animations all failed. Music is the same. More popular sub-categories succeeded, but jazz completely failed. The success and failure often were determined by how much money was intended to be raised. I can also infer that public interest in each particular category had an effect on donations.
2. The data set only gives numbers, but doesn’t show subjective reasons why a campaign might have succeeded or failed. What was the content of each campaign? How was each campaign marketed? Was there a need or a public demand for what was being campaigned? What were the perks of donating to each campaign? What was in it for the people donating? Having kickstarted some projects of my own, the success of a campaign is often determined by how well you market yourself, and how clearly you demonstrate the need of your project for your consumers. The data does not clearly reflect this.
3. Other helpful graphs could be: how did staff picks compare to the success of a campaign? Also, a graph showing how the number of backers per campaign contributed to its success.