Conclusions

First, for someone starting a Kickstarter campaign, using Spotlight is necessary. Out of 2,185 Spotlight campaigns, the success rate was 100%. For the 1,929 campaigns that did not use Spotlight, not one met its funding goal.

Second, success rate for campaigns started in the first 6 months of the year was 62% compared to 55% for the last 6 months of the year. Success rate was especially low for December starts. I attribute this to the holidays and the fact that getting good traction on your campaign right at the start is one of the most important factors.

Third, the success rate for staff-picked campaigns was much higher than the success rate for those without. I would advise anyone starting a Kickstarter campaign to do whatever possible to achieve this label. After researching further, the staff pick label was discontinued in 2016.

As I expected, the lower the goal, the higher the success rate.

Campaigns classified as “rock music” had 260 successes and zero failures. This was the largest category with no failures.

Limitations

Quite a few cancelled projects almost met, met, or exceeded their goals. Data on reasons for cancellations would help us better understand these campaigns.

We do not know if each successful campaign delivered the results after meeting their funding goal. Would a campaign really be considered a success if it met its funding goal but failed to deliver the results?

We do not know the details about backer rewards. Would an individual be more likely to contribute toward a campaign if the reward was an experience as opposed to something tangible? This information would be helpful.

Other possible graphs/ charts

Each Kickstarter campaign has different support levels. I would like to see a chart comparing success rate with the amount required for the lowest support levels.

I would like a chart showing if a successful campaign delivered the results. I would not consider a campaign successful unless it delivered.