**Kickstarter Campaign Observations**

* The overall success rate as determined by successful campaigns vs. failures and canceled projects, was 54%.
  + Of the successful projects:
    - 75% had a goal of less than $10,000.
    - The period of the year with the greatest degree of success, as represented by spread between failures and losses was from February through June.
    - The three parent categories with the highest volume of successes were Theatre, Music, Film & Video.
      * Theatre made up 34% of all projects, almost twice as many as the next successful parent category, Music.
        + The success rate for Theatre was 63%, which also had more than twice as many failures as the next category, Technology.
      * Music had the most degree of success (82%) vs. Theatre and Film & Video at 63%.
        + Within Music, the Sub categories of Classical, Electronic, Metal, Indie Rick, Pop and Rock were highly successful, with most reaching 100% of their goal.
        + Within the Film & Video category, Animation, Documentaries, Shorts and Television were similarly successful.
      * Within the Technology category, the Hardware category had 100% success.
* The highest % of failures was in Food (80%), followed by Games (64%) and Publishing (61%).
* Technology had the highest rate of cancelled campaigns, 4 to 5 times higher than the next parent category.
  + Cancellations were fairly steady most months, although July and November had the highest numbers.

**Conclusions**

1. Kickstarter projects with the highest probability of success are those that:
   1. Have a funding goal of less than $10,000
   2. Conduct their campaigns from February thru June
   3. Are most often within the Parent categories of Music, and particularly the sub-category of rock-indie rock, Film & Video/documentaries, Theatre/plays and Technology/hardware.
2. Although Theatre had the largest number of successful campaigns, they also had the highest number of failures, which brings into question possible “category fatigue” based on competition for funds and other factors, such as economic conditions.

* Filter results based on 1 & 2 above and note the correlation to success rate; see how results vary by country and if the most successful categories vary significantly by country, further examine what causes the decline in success during the second half of the year, such as competition from outdoor activities.