Kickstarter Analysis

There are three conclusions I will discuss about Kickstarter campaigns that I have made from working this data. The first is with Theater, which has the most Kickstarter campaigns overall and results in having the most success but also the most failures. Music has the best success to failure ratio. And food has the worst. Next, the amount of canceled Kickstarts are consistent throughout the year, successful one’s peak in the first quarter, failed ones are fairly consistent. The last is that journalism only has data from canceled Kickstarters.

The amount of canceled Journalism Kickstarters are just part of the limitations that come to mind. It appears Kickstarter’s demographic are more interested in entertainment than literature. It could also be possible that Kickstarter is pushing the visibility of entertainment for more hits on their website. Also, people creating Kickstarters for entertainment may just be better at marketing than others.

Another graph I would like to see is ratios. I would also like to compare successful Kickstarters with their status of spotlight. I feel like these would give me a better understanding of why certain Kickstarters are more successful than others