From Kickstarter campaigns, we can conclude that projects are successful based on category, sub-category, and if they were in the spotlight. There are other factors that limit this data set. Some of the data we are missing include a survey of what people are interested in, what would they spend their money on, and if holidays have an affect on whether they contribute to a project. If we had this information, we can fine tune a Kickstarter project to succeed beyond the known variables. There could be other graphs or data sets done on how many backers are in specific fields of interest or how well established a project was at launch to determine if it could be successful.

Many people like to go through Kickstarter for the potential a project could have. Kickstarter is a crowd-funded program that can help a project get launched. Thus, Kickstarter has become a go-to for many different ideas, projects, and technological advances. Kickstarter may be the initial process to see if something should succeed or fail, but it does provide insight on what our society is interested in.

We were given a data set of over 4000 projects for Kickstarter. There are successful, failed, cancelled, and live projects that have been recorded. All projects are categorized by category, sub-category, the number of backers, beginning/deadline dates, country, and financial goals. The data also provides if a project was in the spotlight or was a staff pick. We will be analyzing noticeable trends and patterns to understand how projects are funded using Kickstarter.

There are many different project categories available on Kickstarter. They range from film/video to technology. According to our data, it shows that the most successful categories were film/video, music, and theater. This data could correlate to what our society is most interested in. Or perhaps, there are more backers that are willing to support these creative endeavors or possible talent. Journalism and food were the most unsuccessful of the project categories, but we can’t determine if it is possibly connected to what our society is interested in or know who the potential backers are without further information.

Of these categories we are reviewing, there are sub-categories that can directly relate to these “parent” categories. The most successful sub-categories were plays, documentaries, and rock music. All of them fall into film/video, theater, and music. There were some failed sub-categories such as food trucks, restaurants, and drama that correspond to the least successful categories of journalism and food.

Knowing all this information, our data also shows how likely a project is to succeed on a monthly basis. If a project launched between January through May, they had a higher success rate. After May, the momentum of success slowly drops. However, the number of successful projects remain fairly consistent from January to July ranging from 180-234. As projects launch around December, the successful projects are less than the failed projects. The number of successful projects to failed projects were 111 to 118 for December. There is also a noticeable trend from April to October for failed projects remaining consistent between 102-150.

At times it’s hard to tell if a project that reaches its goal even succeeds. Once it does reach its goal, how do you know as a backer, if the project will continue to gain momentum. Some of the most successful Kickstarter campaigns were put in the spotlight. “Funding is just the beginning. With the new spotlight page, successfully funded creators can tell the entire story of their projects coming to life — all in one place,” according to the spotlight page on Kickstarter. If you contributed to a project, now you have a way of knowing what phase the project is in, and anything else that is happening with it. Having a structured way to bring a project to life is more likely to succeed than having an idea with no supporting evidence to carry it.

From this data, we can determine what information we would need in order to run a successful campaign. The most successful Kickstarter projects were film/video, music, and theater. We can narrow our search down to plays, documentaries, and rock music. Once we’ve figured out our project, we would want to launch it within the first half of the year. If our Kickstarter goal is obtained, one could create a spotlight on the site for backers to know what their funding is doing for this project. Following through with all these should lead to a successful and thriving project that should launch well beyond funding and into the right producers for further development or finalization.