There are a few things to we can see from the Kickstarter’s funding campaigns data. Out of all the type of categories that were created on Kickstarter for funding, theater was the highest and journalism was the lowest type of campaigns that were created. Also, Journalism was the only category that didn’t have any campaigns that was completed. Every Journalism campaign was cancelled prior to their deadline date. I don’t have the data on why they were all cancelled.

There are 41 sub-category groups within all the categories. Plays was the largest sub-category that created. Plays had 1066 campaigns that were created. Plays had 806 more campaigns created than the next sub-category which was Rock. Plays counted for 25% and Rock was only 6% of all sub-campaigns that were created. That’s a 19% gap between the highest two sub-categories groups. This is why theater was the highest category created on Kickstarter.

There is a decision to be made on when or what month a campaign should be created. May had the highest number of successful campaigns and Dec had the least successful campaigns. Dec was the only month that the successful campaigns didn’t exceed the failed campaigns leading to a negative successful rate.

Some Limitations would be the reasons behind the cancelled campaigns. It’s a sample size of data. Is this all the all campaigns between 2009 to 2017? What did the campaigns use to get their backers?

Tables could be the number of backers to a successful or failed campaign.

The successful and fail rate for each category, sub-category and each month.

The average donation to the type of category/sub-category. Then see the average donation related to if a campaign was successful or failed.