* Looking at the data for all years as a whole, Kickstarter campaigns for non-fictional material tended to outperform fictional. This is can be seen most clearly in the “movies” category, where there were more documentary campaigns than any other sub-category, and a 100% success rate. Meanwhile animation movies, dramas, and science fiction movies all had a 0% success rate. This trend can also be seen in the “publishing” category, where non-fiction had the largest sample size and the highest rate of successes.
* Using Kickstarter to fund musical campaigns has a higher rate of successes/failures than any other category. This carried across to nearly every sub-category, except for faith based music and jazz.
* December and January are very poor times to launch a Kickstarter campaign. Looking at all categories across all years, December is the only month in which the number of failures outnumber the number of successes. As the “theatre” category is over represented in the combined body of data (due to a much greater number of data points), it is necessary to look at each category separately. From this, it is clear that December is a poor time to launch a campaign in almost any category, followed only by January

One major limitation of this dataset is the disproportional representation of certain categories, particularly “theatre” and “music.” Most of the other categories don’t have a sufficiently large sample size to make any realistic statements about how they would perform. Journalism, in particular, has a 0% success rate, but only 24 data points across 9 years. It is difficult to say that Kickstarter will never fund a Journalistic campaign, because not that many people have tried. Another limitation is the absence of other relevant criteria, like whether or not the campaign has a working prototype, established date of delivery, or promotional video. Some campaigns are actually “campaigned” for on the authors twitter account, blog, or other social media, and this can increase the amount of traffic leading to a higher rate of success.

Other possible tables could include the amount of website traffic, as noted above. Lacking any additional information, it could be worth exploring the relationship between average donation, goal, and success/failure. We could also check if being a staff pick has any effect of the rate of success.