Kickstarter Report

Three Immediate Conclusions

1. Campaigns geared towards the entertainment and arts industries (film, theater, music) have the greatest success on Kickstarter
2. Fundraising for Plays is often successful, but they are also the most common subcategory.
3. The month of May is the only month where a success rates increase while failure rates decrease.

This dataset has limitations in that it has a focus on flat numbers for successes, failures, and cancellations, but does not go into depth on quantity of Kickstarter submissions. For example, the theater category had an impressive amount of successes, but that category also contained the largest amount of failures. Conversely, the Music category has less successful campaigns than Theater, but it also has a much smaller failure rate. The bar and line charts, particularly the stacked bar charts, draw your attention to the most popular category not necessarily the most successful.

I would like to see a bar graph that shows the success, fail, and cancelled rates when associated with a Kickstarter staff pick. I would like to see a scatter chart or line graph that shows average donation with each month of the year.