Kickstarter conclusions

From the data set of kickstarter campaigns 3 graphs were created from which some trends can be observed about what kinds of campaigns are more and less likely to lead to a successful campaign.

By looking at the first table created where campaign’s success status is separated by category it’s clear that far and away the most campaigns to be successful were in the arts categories: music, theater, photography and film&video. This was true in absolute terms but also if measured by successful campaigns when compared to the total campaigns attempted.

Within those categories some very successful categories emerge.

* In music the subcategories of rock, pop, metal, electronic music and classical music had a flawless success rate, with an honorable mention to indie rock coming in at a 87.5% success rate.
* In theatre you have a more mixed bag, with plays being 65% successful, and theatre spaces and musicals with a less impressive 44% success rate, give or take a percent and a half respectively.
* Within photography the entirety of success cases where within the photobooks subcategory, coming in at 64% successful.
* A similar dichotomy is seen in film and video, with television, shorts and documentaries having a 100% success rate, and none of any of the other subcategories having any completed campaigns whatsoever.

From the less successful categories, some underlying subcategories that bucked the trend were noted

* Small batch food campaigns had 0 failed or cancelled campaigns, being the sole successes of the food category.
* Or tabletop games which again while a minority within the games category have a 100% success rate.
* In publishing, radio & podcasts and nonfiction have 100% success rate as well, amid a sea of failed and cancelled campaigns
* In technology it’s the hardware doing the heavy lifting for the category, with 100% success

As for the timing of the campaigns, it should be noted that those that began in the first half of the year, and in particular Feb- May, were generally more successful than those in the latter half. This relationship holds true for the majority of years.

It should be noted that these were merely glance over conclusions, and that no statistical analysis was ultimately conducted on the data set. Moreover the data is but a small sample of the population of which there is about a half million since the websites conception, so representativeness is not guaranteed, especially as the method of collection is unknown. There’s also a lack of granularity in the data, since the most specific a category could get was