1. Theater is the most popular category, having nearly double the number of campaigns as the second highest (music). Technology projects are the most likely to fail or be cancelled, with only 1/3 of projects succeeding. The overall success rate of Kickstarter campaigns is approximately 50%.

The “plays” subcategory is by far the most popular type of campaign, having more projects than the next 5 subcategories combined. Classical music, documentaries, electronic music, hardware, pop music, radio & podcasts, rock music, shorts, tabletop games, and television campaigns all have a 100% success rate, while many other subcategories have a 0% success rate.

The total number of projects throughout the year remain relatively constant until December, where the number of projects dips slightly.

1. Some limitations are that the data is not comprehensive/perfectly accurate. I know for a fact that there are several tabletop game campaigns that failed or were cancelled, as I had backed these campaigns personally. This tells me that there is an oversight in the data. Another critical limitation is what happens post-campaign. Many campaigns, in particular towards the early years of Kickstarter, tended to overpromise and under-collect, leading to running out of funds too early in the process, but still under the pressure of delivering on their product or design. This meant that despite the successful campaign, the actual outcome of the project could be a failure overall (this also happened to me personally). We also don’t know where backers are located. We know that a certain campaign might be US-based, but we don’t know how many of those backers are American or another nationality.
2. Some other graphs we could make could depict the amount of funding per month/category/subcategory, or the percent funded for successful campaigns, or the average donation.