Kickstarter Campaigns Analysis

1. Global Parent Category Outcome Summary (2009 May-2017 March)
2. Global Sub-Category Outcome Summary (2009 May-2017 March)

Monthly Campaign Outcome Based on Parent Category and Date Created

1. Conclusion based on charts above:
2. Kickstarter Campaigns have higher successful count in theater, music and film &video field;
3. Kickstarter Campaigns have a major input from Theater plays.
4. Summer time has a higher successful rate (peaked in May) and poor successful rate in Dec.
5. Limitations of the dataset:
6. Goal range is too wide, from 1 to 100M. When considering successful rate, it is not necessary having a big value impact.
7. Currency is not consistent and needs to be converted to one currency for easy comparison.
8. 2009 and 2017 data is not a whole year result.