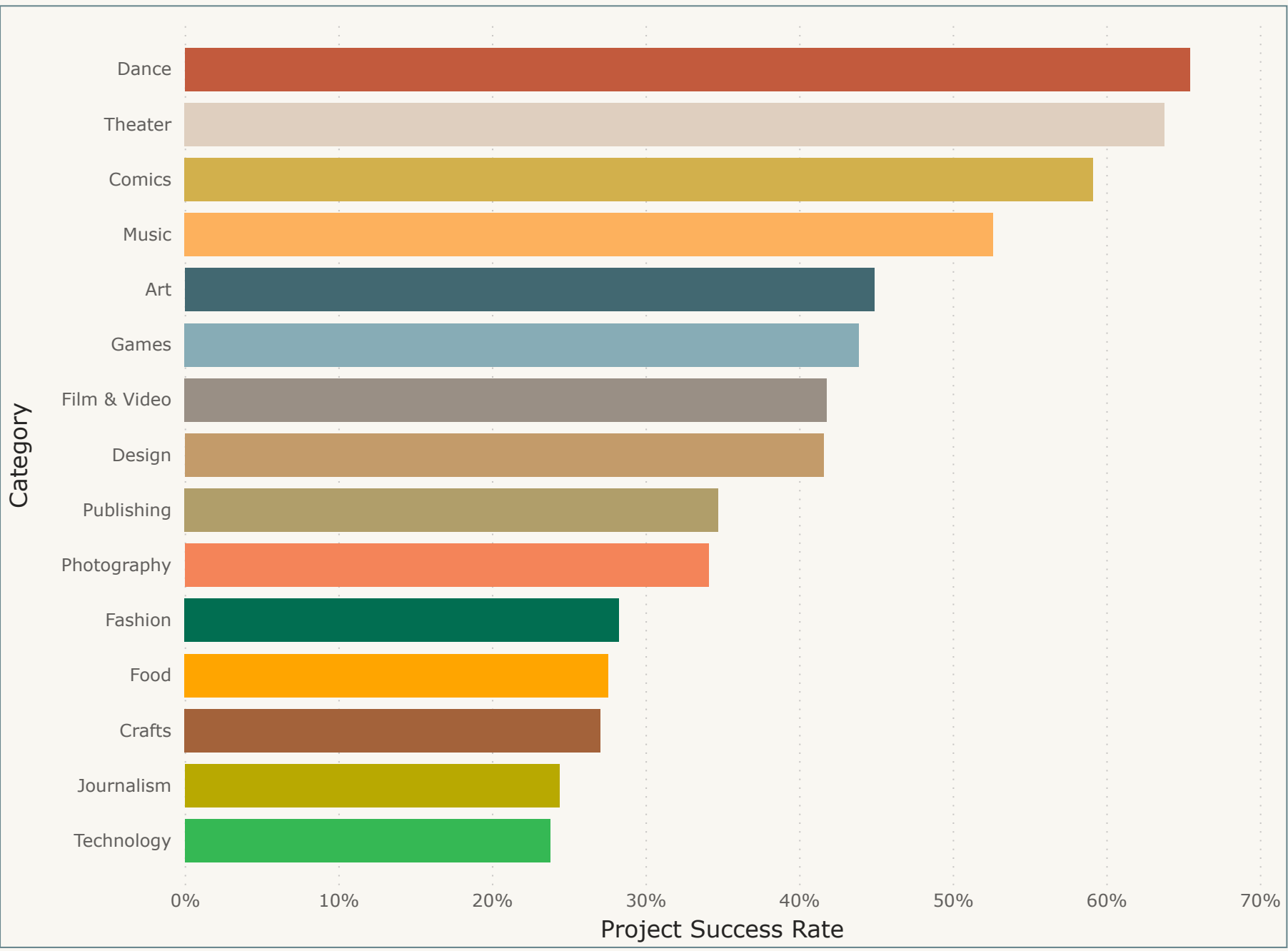
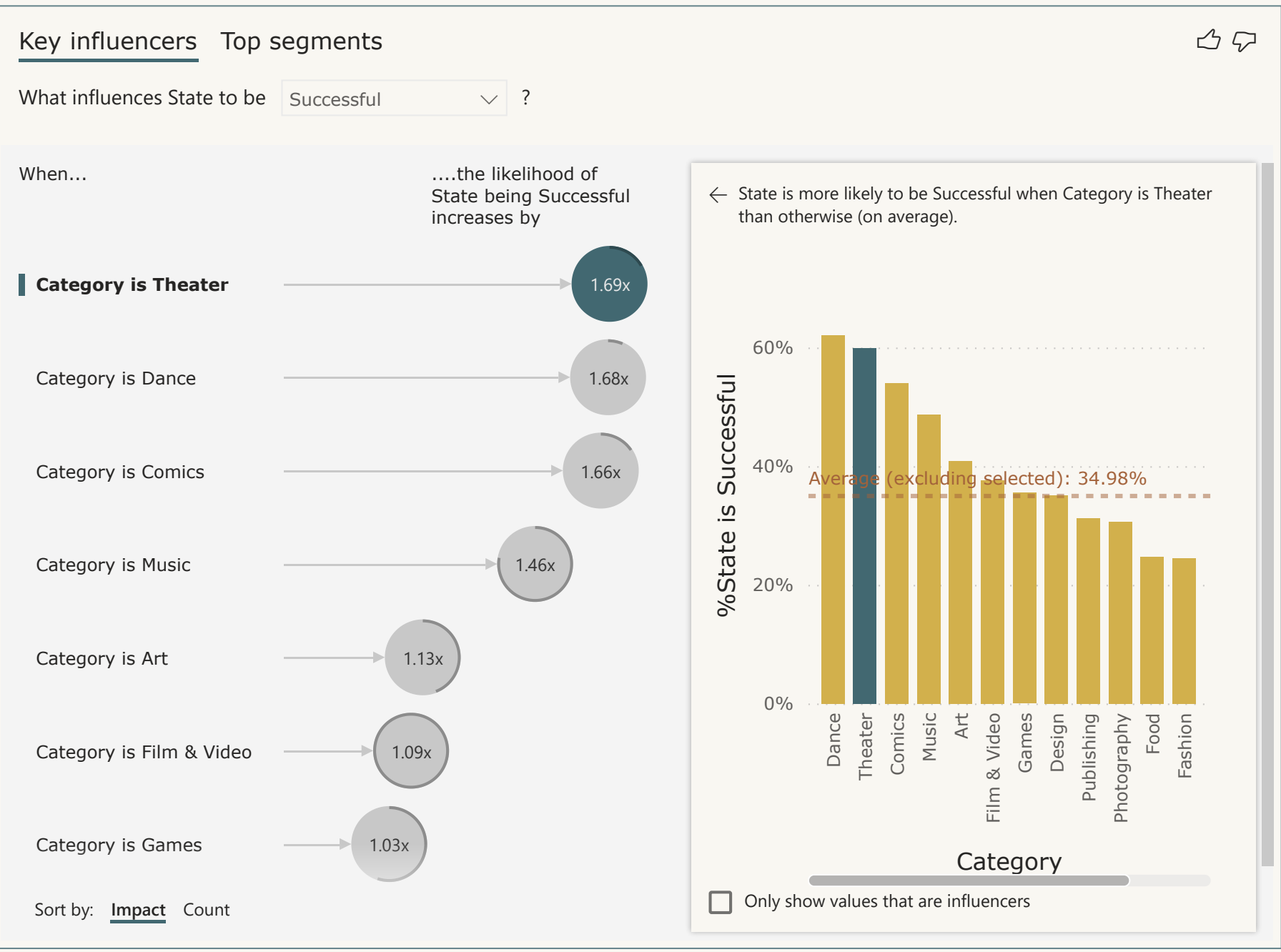


KICKSTARTER PROJECTS

YEAR: 2009-2017

PROJECT PERFORMANCE

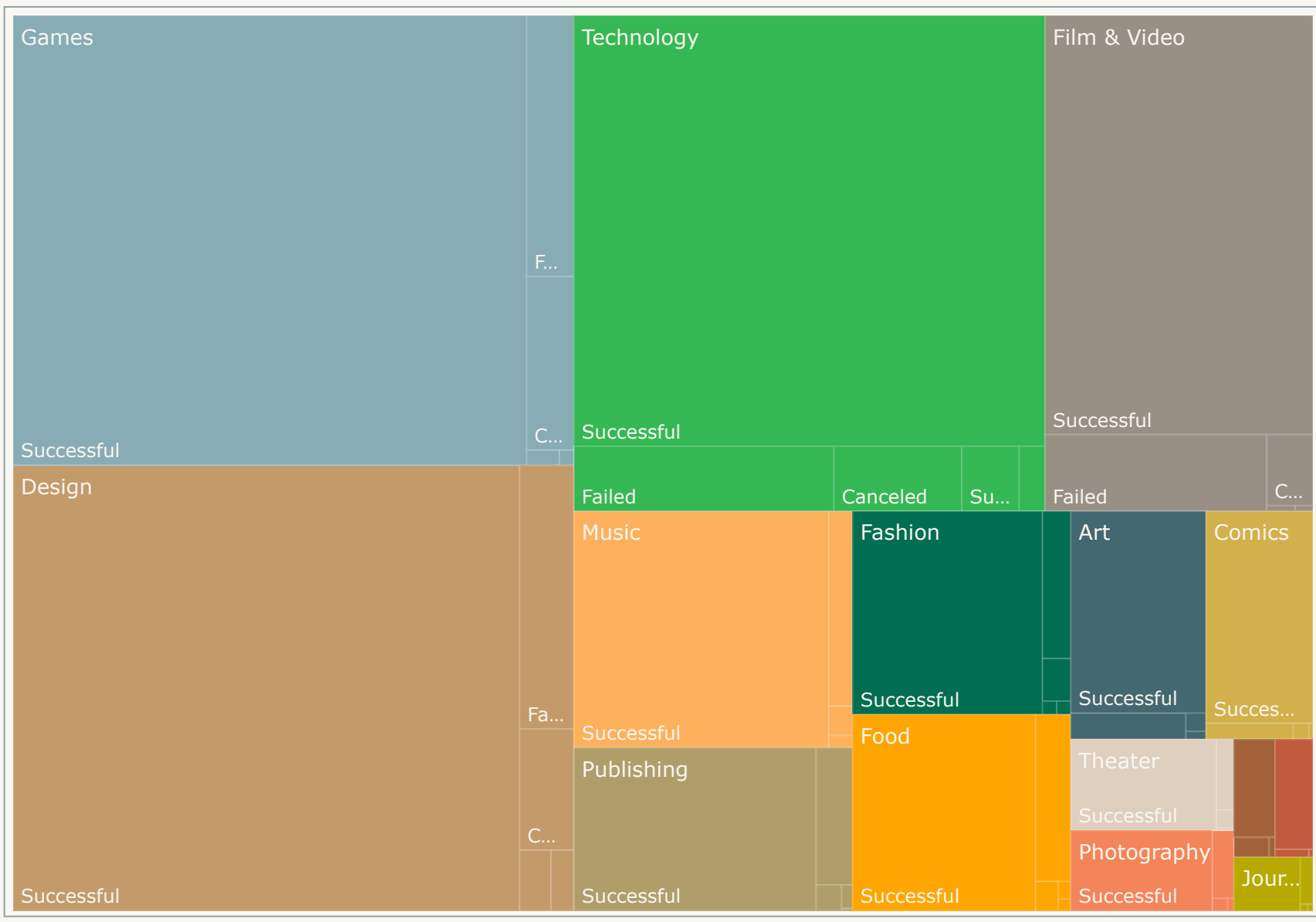
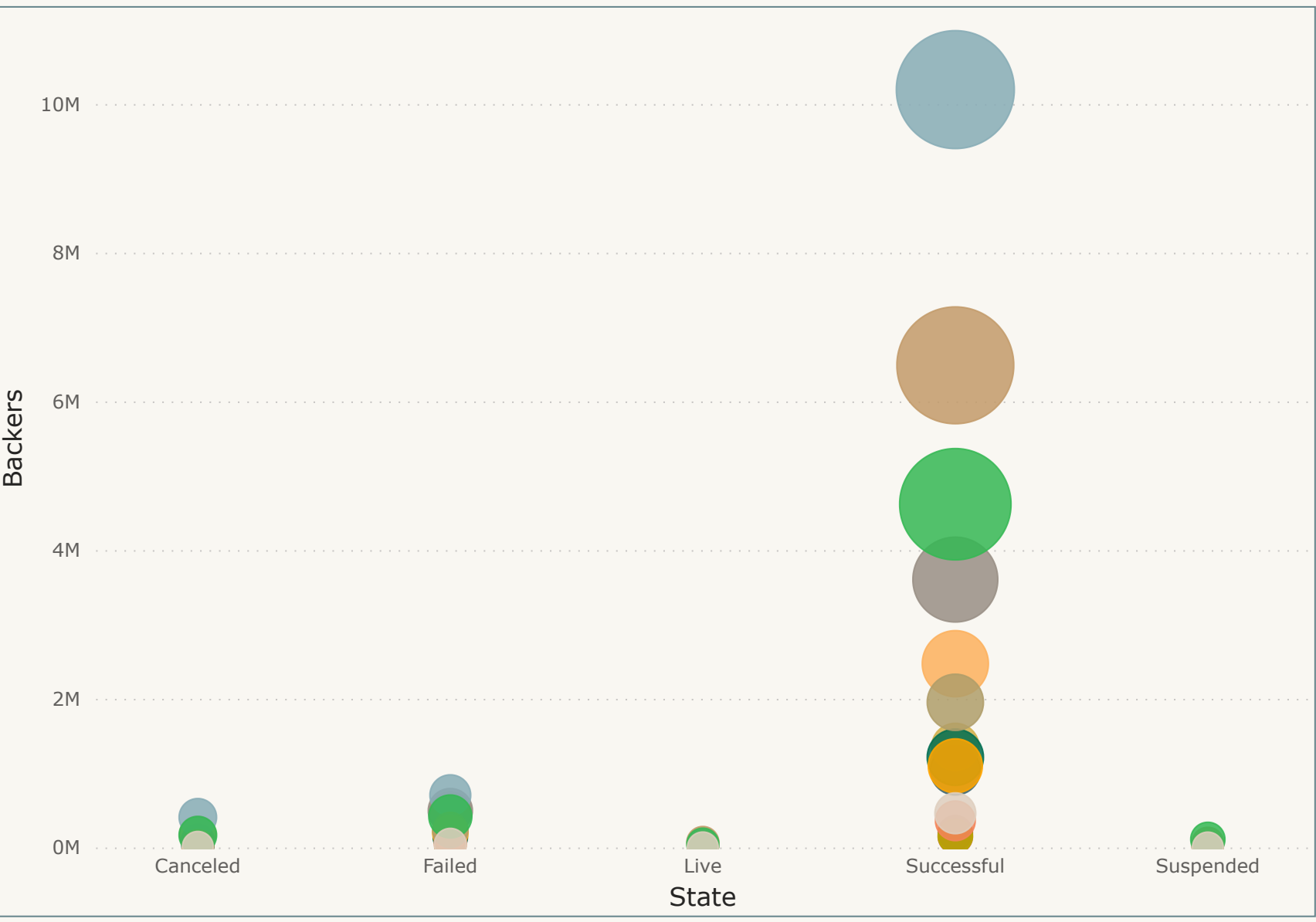


"Dance" category has the highest success percentage at 65.5%.

"Theater" category is 1.69 times more likely to be successful than other categories combined.

"Music" category has 48.7% of projects that are successful, which is 13% higher than average.

PROJECT STATISTICS

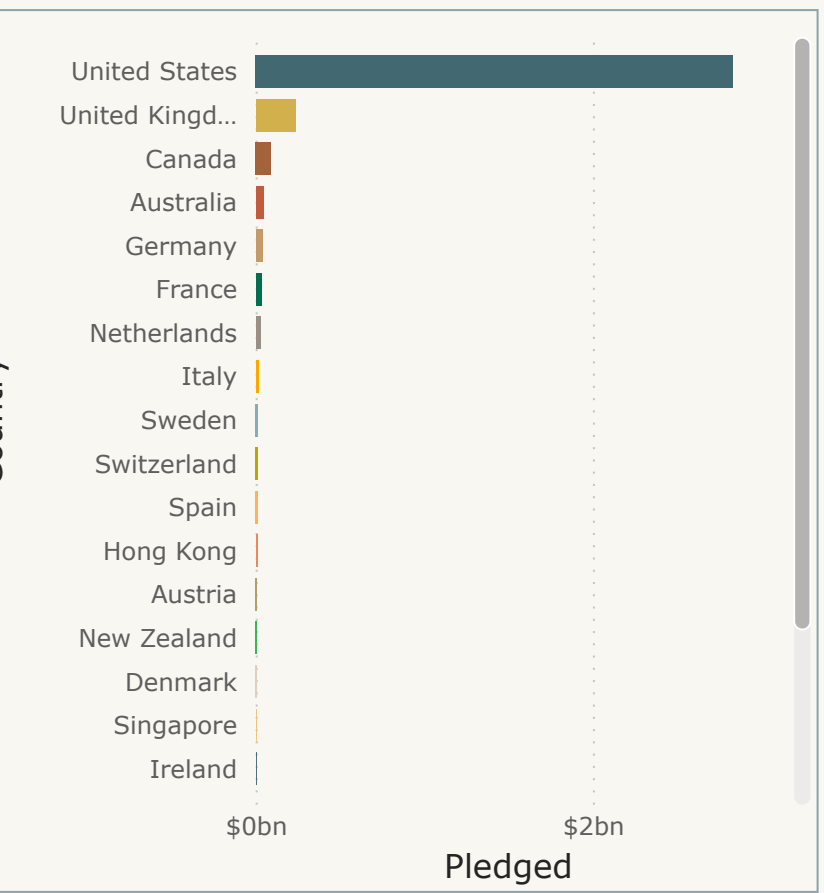
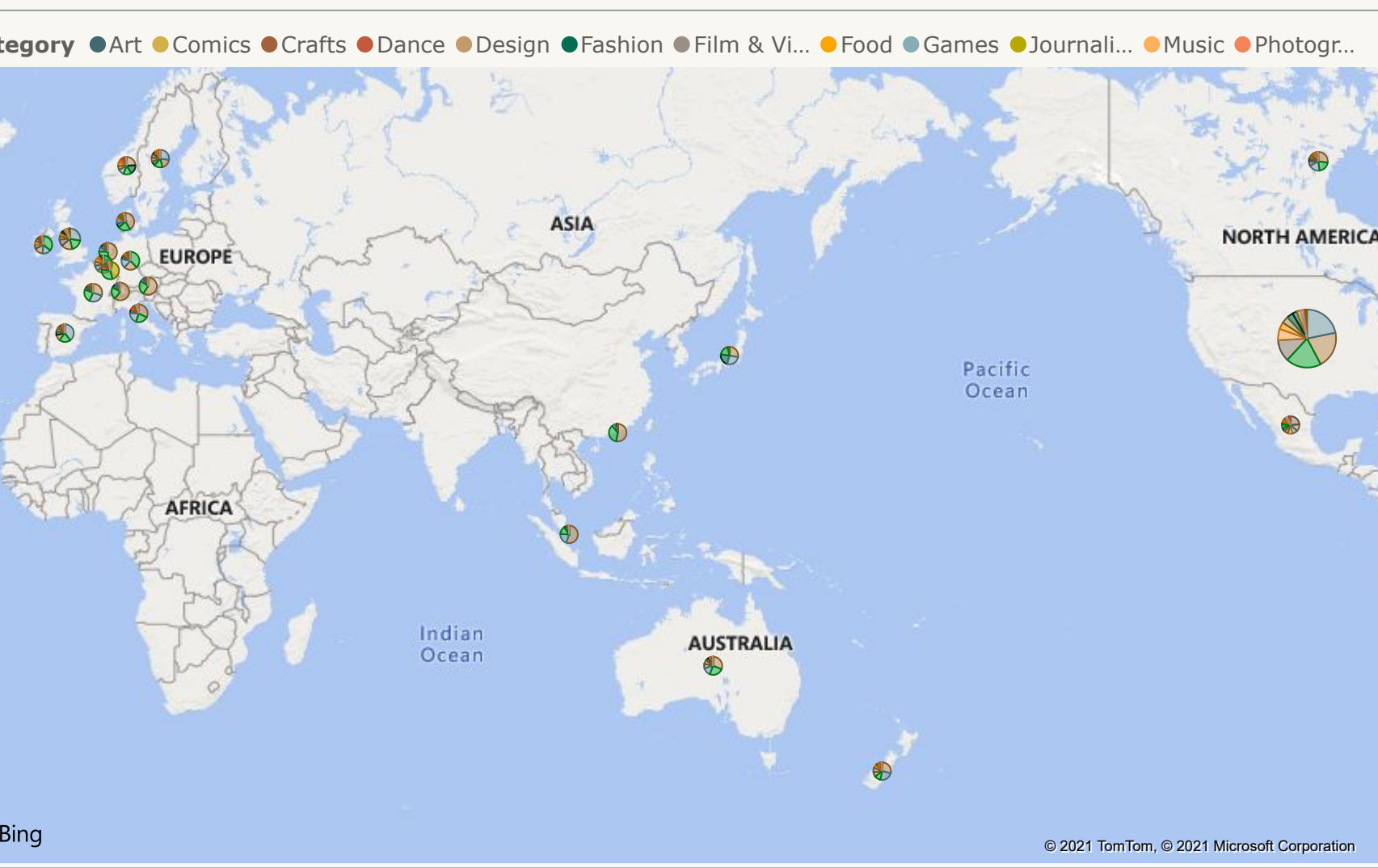
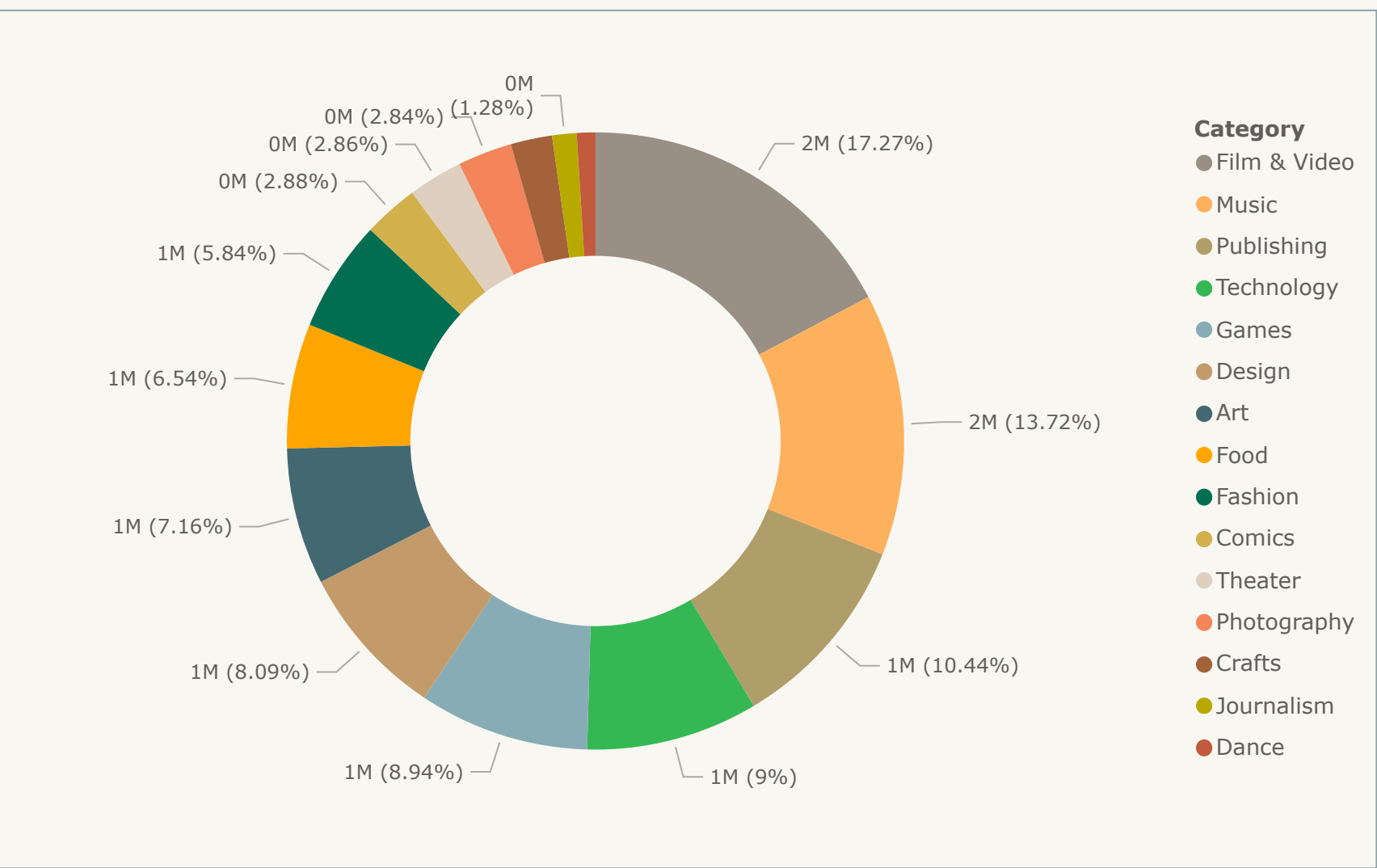


"Games" category has most number of backers, specifically backing Tabletop and Video Games subcategory. Hence, it also has most amount pledged to it followed by "Design" and "Technology".

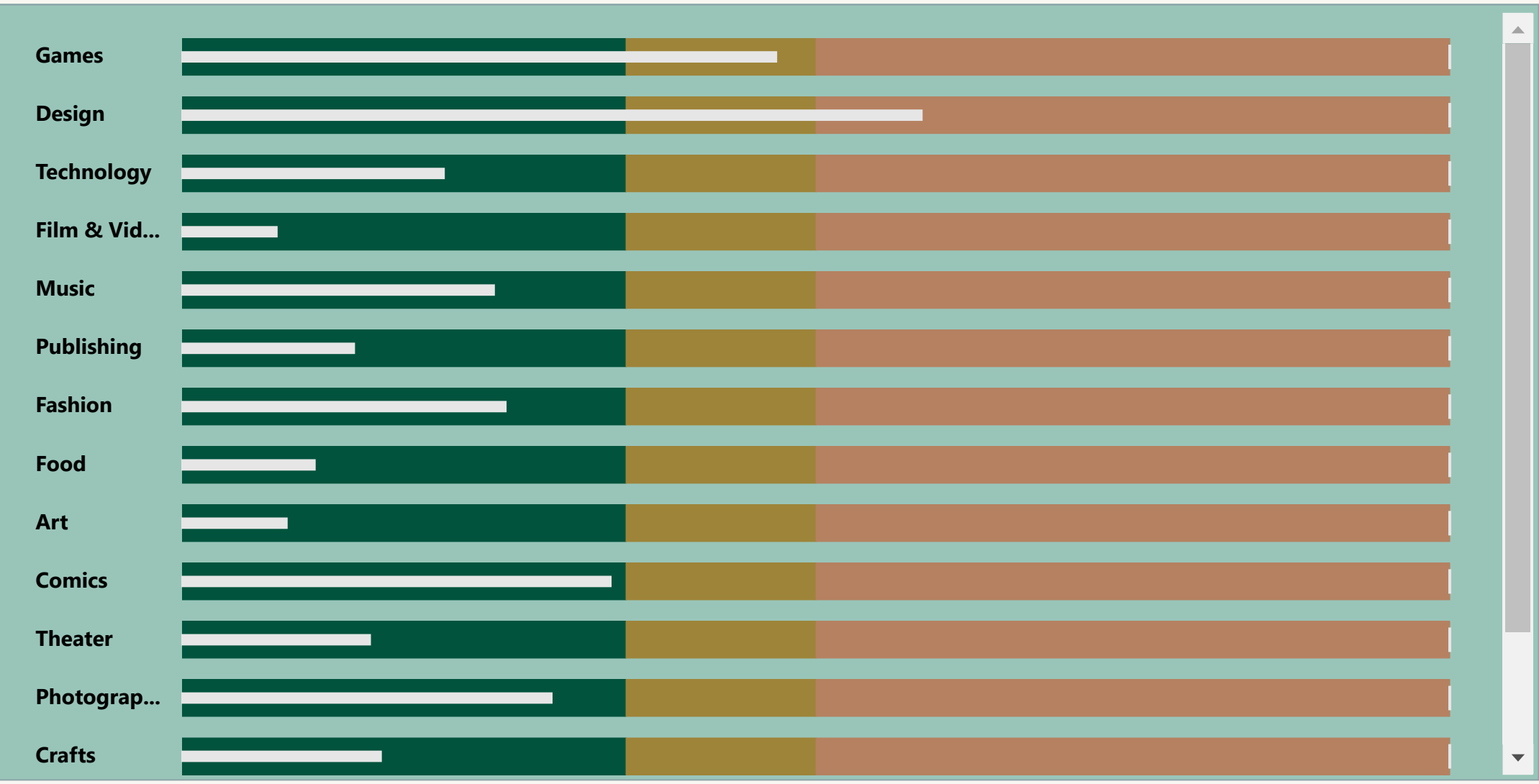
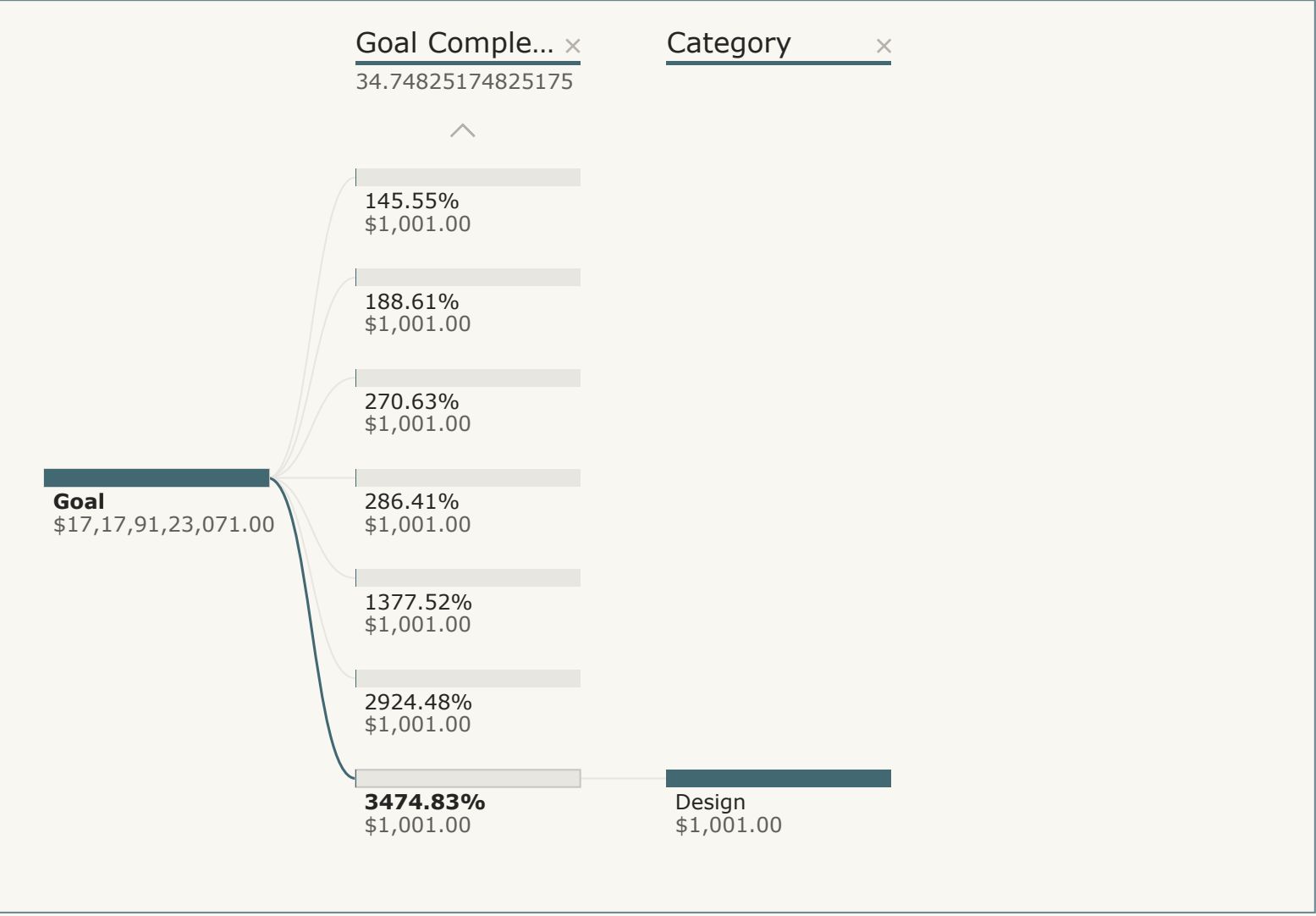
Talking at subcategory level, "Product Design" has most amount pledged towards it.

"United States" is the leader in supporting kickstart projects.

"Film and Video" category has highest combined campaign period, followed by "Music" and "Publishing" category.



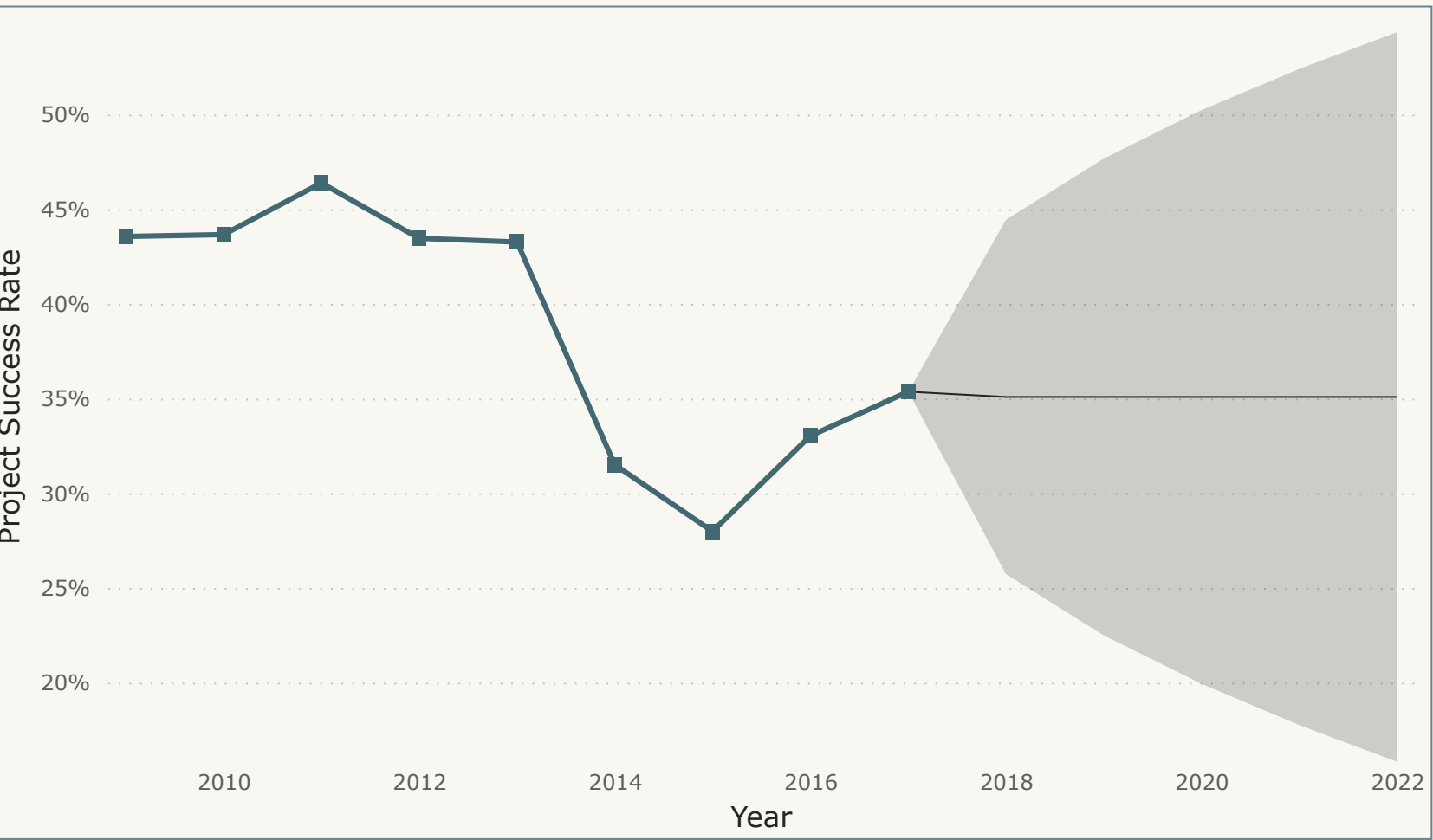
GOAL ANALYSIS



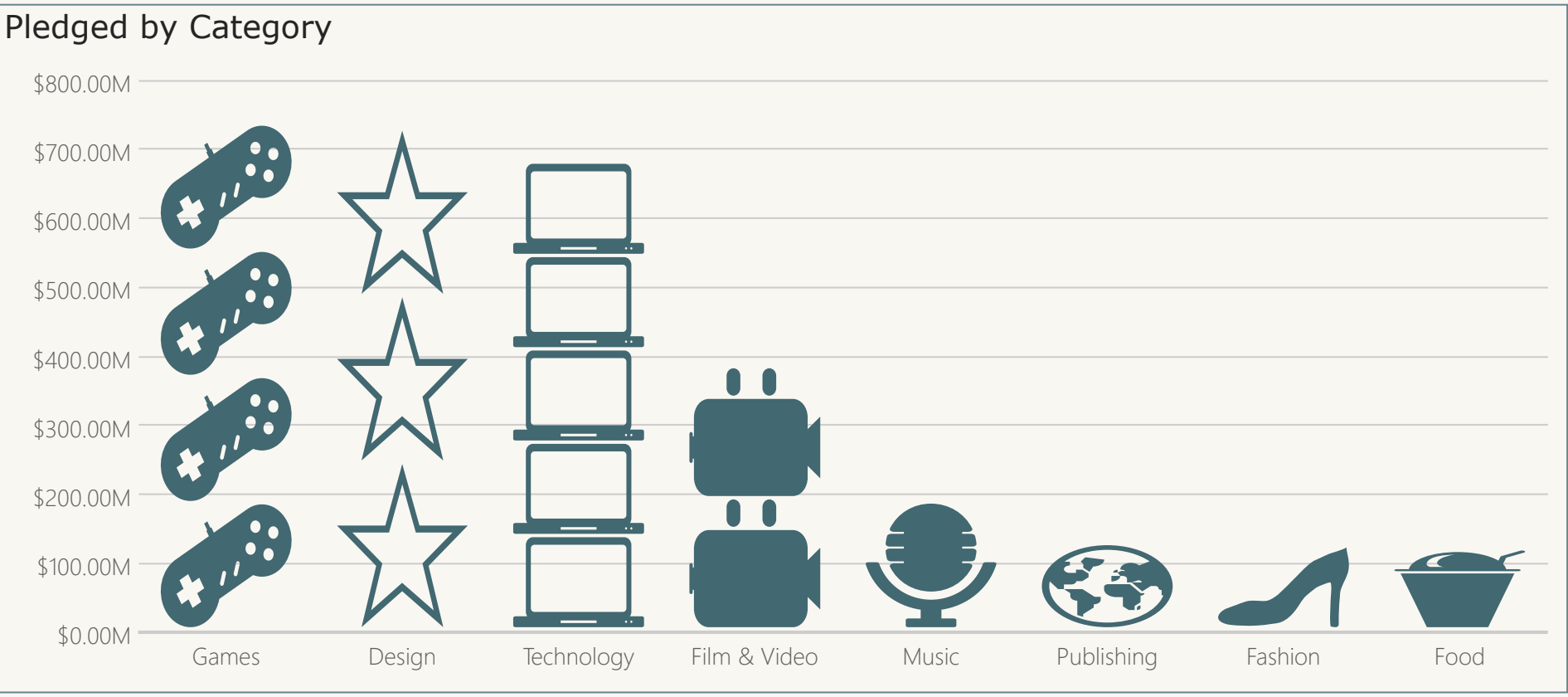
For project over \$1000, "Design" category has the biggest goal completion percentage with 34,783 USD Pledged.

"Design" category has able to reach more that 50% of total goal amount, whereas "Journalism" and "Film and Video" are poor performer in this regards.

TRENDS



Goal YOY% Change										
Category	2010	2011	2012	2013	2014	2015	2016	2017	Total	
Art	470.74%	264.12%	71.34%	10.76%	254.63%	44.76%	-13.60%	-37.16%	18.64%	6.40%
Comics	1172.22%	100.80%	272.97%	15.99%	872.90%	-84.62%	-31.08%	-10.22%	15.70%	11.02%
Crafts	1215.20%	116.55%	115.36%	112.72%	503.63%	93.47%	-53.21%	-28.23%	13.03%	18.55%
Dance	581.39%	342.14%	47.61%	-7.45%	94.93%	58.48%	-43.44%	-45.60%	13.03%	20.94%
Design	408.87%	237.27%	250.52%	64.65%	117.70%	163.42%	-46.65%	-4.75%	18.55%	8.43%
Fashion	763.92%	364.40%	298.49%	113.64%	132.06%	152.48%	-59.57%	-33.43%	20.94%	10.21%
Film & Video	776.39%	82.65%	129.00%	40.20%	95.26%	59.72%	-33.43%	-5.70%	20.94%	10.21%
Food	1080.39%	340.71%	295.55%	29.44%	734.24%	11.39%	-38.38%	-62.62%	8.43%	10.21%
Games	474.83%	78.03%	335.29%	32.32%	23.08%	175.63%	-46.20%	-53.06%	10.21%	5.95%
Journalism	991.22%	-93.95%	192.73%	-17.03%	667.51%	524.15%	-22.93%	-83.94%	5.95%	11.95%
Music	618.87%	371.96%	54.17%	31.60%	111.64%	82.86%	-55.30%	-21.56%	11.95%	9.96%
Photography	901.90%	140.01%	69.08%	132.49%	14.24%	26.66%	-24.80%	-49.85%	9.96%	8.97%
Publishing	507.81%	356.51%	266.45%	2.34%	326.38%	10.14%	-18.12%	-64.72%	8.97%	13.48%
Technology	659.54%	349.85%	228.13%	35.58%	334.14%	84.98%	-53.08%	-37.74%	13.48%	7.74%
Theater	904.91%	138.23%	90.13%	92.12%	98.05%	34.07%	-43.28%	-58.59%	7.74%	14.63%
Total	1378.81%	135.10%	151.95%	50.10%	173.19%	69.47%	-40.80%	-35.14%	14.63%	



2009	2013	2017
2010	2014	2018
2011	2015	
2012	2016	