**Introduction**

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome. This research is carried out in order to uncover if any hidden trends exists in the successfully launched projects.

**Data description**

In this research we use a dataset of four thousand past projects launched on KickStarter. The dataset consists of the projects goal amount verses the about received; the state of the projects in terms of successful, failed, cancelled, or is currently live; the launch time grouped by category and subcategory

**Findings**

The dataset contained 4,000 observations and 13 variables. The technology category received sixty percent of all money pledged in the dataset at $23,403,724. Exhibit 1. Within each category, projects that reached the goal amount were more successful. Exhibit 2. Of the total projects launched per category, Music, Theater, and Film &Video were the only categories to have at least 50 percent of its total projects successful. Exhibit 3. Lastly, projects launched with a goal amount less than $1,000 had the highest successful state at 70 percent. Exhibit 4.

**Conclusions**

Based on the data collected, (1) Projects launched in the technology category are more funded; (2) There appears to be a positive correlation between success rate and pledge amount; (3) The data may suggest that projects launched with a goal amount $9,999 or less and the projects reach the goal amount, the project may have a better chance of being successful.

**Limitations**

The data sources are not listed therefore we are unable to verify the validity of the data. Additionally, we do not know if the data represents a true random sample of the entire KickStarter population. Moreover, the methodology used to qualify each project as successful verses fail is not explicitly disclosed. Lastly, the dataset represents data current as of 2017, it is uncertain whether these trends also hold true for projects launched in 2018.

**Looking Forward**

Other charts in tables/graphs we could create include a chart which plots state vs pledge amount, chart which breaks down the success state per category, graph of average donation against state.

Exhibit 1

|  |  |
| --- | --- |
| **Row Labels** | **Sum of pledged** |
| **film & video** | **$ 5,704,817** |
| **food** | **$ 936,993** |
| **games** | **$ 3,052,314** |
| **journalism** | **$ 9,537** |
| **music** | **$ 3,329,224** |
| **photography** | **$ 2,401,614** |
| **publishing** | **$ 1,603,723** |
| **technology** | **$ 23,403,724** |
| **theater** | **$ 5,731,796** |
| **Grand Total** | **$ 46,173,742** |

Exhibit 2

Exhibit 3

Exhibit 4