# Kickstarter Trends

An Analysis of Kickstarter Projects

'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 analysis draws insight from a database of four thousand past projects on factors that may influence a project's success.[1]

Top Findings:

Theater and music are the most successful categories, specifically their plays and rock music sub-categories.
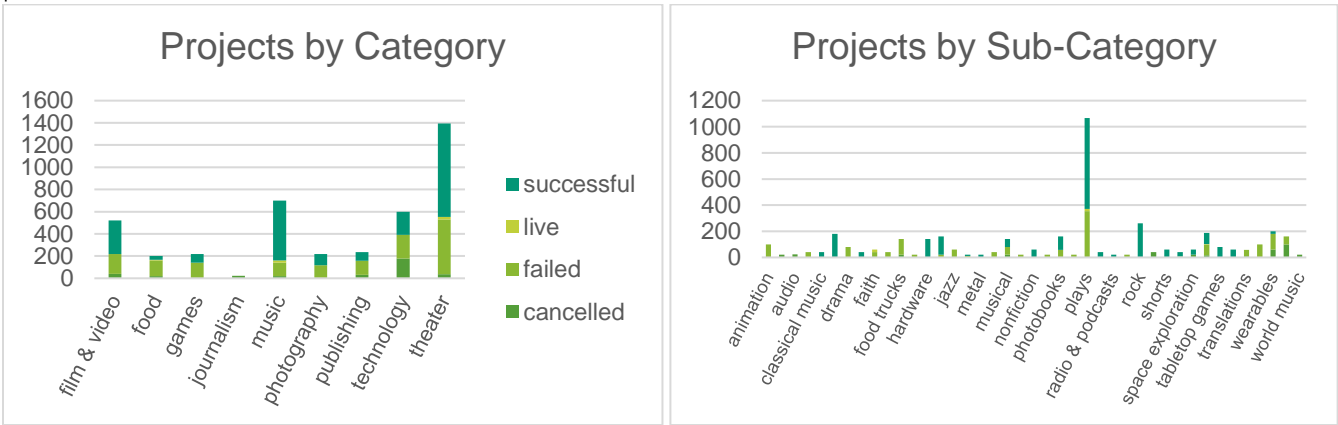
The sub-category of plays within the theater category appeared to be most common with over 1,000 attempted projects, and about 60% of the projects being successful. The sub categories of rock in music, documentary in film, and hardware in tech have the highest proportions of successful projects overall (specifically in the US).

May is the best month to launch a project.
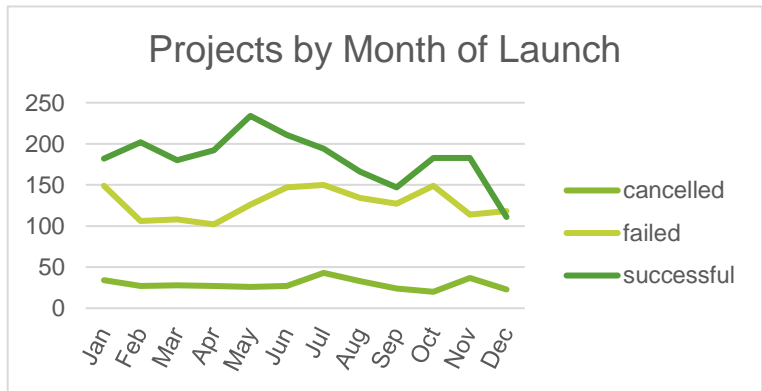
Projects launched in the first half of the year (between January and June) were more successful than those launched in the second half of the year, with May being the most successful month.

This trend appears especially strong within the past 3-5 years and within the for-mentioned sub-categories.

Funding goals don't necessarily affect the success of a project.

Project Outcomes Based on Funding Goal
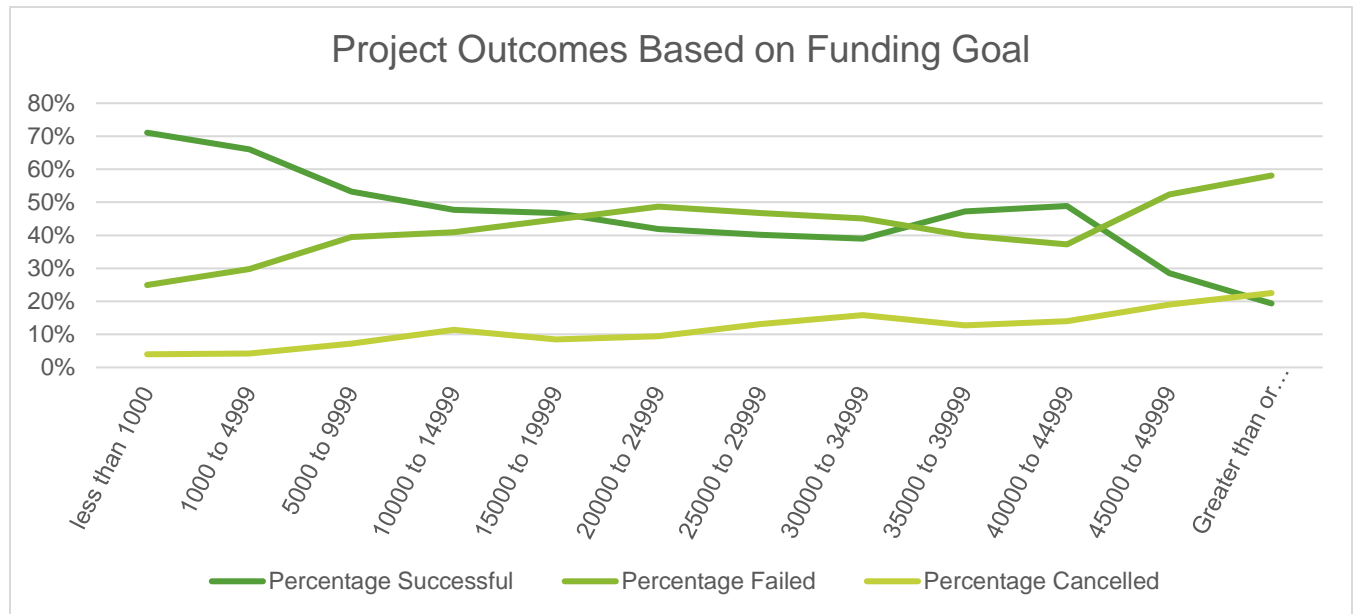
While there are a larger percentage of successful projects when goals were less than $14,999, the same is true when goals were between $35,000-$44,999.

Limitations

Because we aren't aware of the size of the entire Kickstarter data or how this subset was selected, we don't know if this data is a representative sample.

Opportunities for Future Analysis

Further analysis could be done with success rate per duration of project or success rate per country/US state.

Sources

1. Reference: UNC Charlotte Data Analytics Bootcamp
2. Data Source: UNC Charlotte Data Analytics Bootcamp