Kickstarter - The data behind successful projects

By Kosta

What is Crowdfunding and Kickstarter?

Crowdfunding: funding a project by raising money from a large number of people.

Kickstarter: platform which showcases projects people can back up.

I analyzed data containing 370,000 projects and found that project **target goal**, **category** and **launch date** impact success

Success depends on your target goal!

Success is modest: Target goals of failed projects are **6 times** higher on average.

Unicorns are rare: Out of 370,000 projects only 21 raised more than 5 million USD, the population of Berlin Mitte.

Every dollar matters: Every additional 1,000 USD after 25,000 USD goal decreases your chances to succeed by 1% (Oversimplified).

★ **Takeaway:** Start small!

Success varies between project categories!

Niche lead: Dance (62%), Theater (60%), and Comics (54%) of success rate (Goal & Popularity)

One of many: Technology (20%), Crafts (21%), Journalism (24%) of success rate

Space exploration = $$$: Average project goals are 1 million USD, while average pledged amount is 75,000 USD

★ **Takeaway:** Know your category!

Date of launch impacts success

Avoid summer and winter: Best months to launch are are March (38%) and October (37%), worse are July (32%) and December (32%).

Start from the beginning: 1st of a month has a 41% chance of success, while the 9th has 34%.

Year-to-year: Success rate was highest in 2011 (46%) while only 28% of projects were successful in 2015.
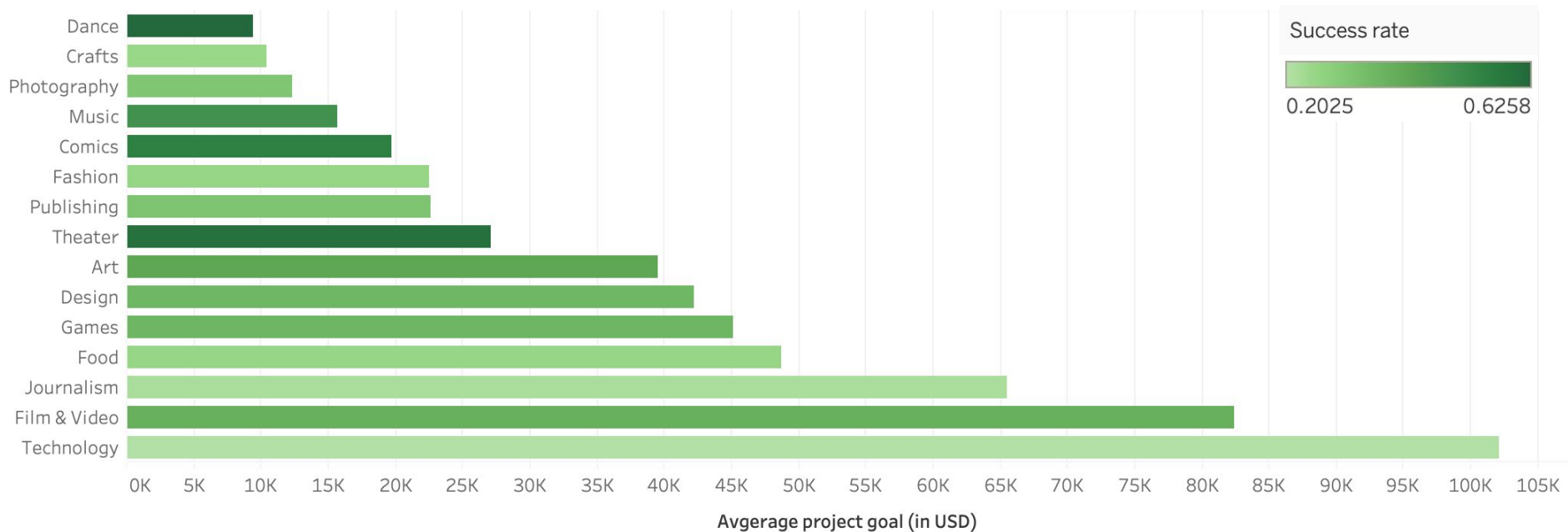
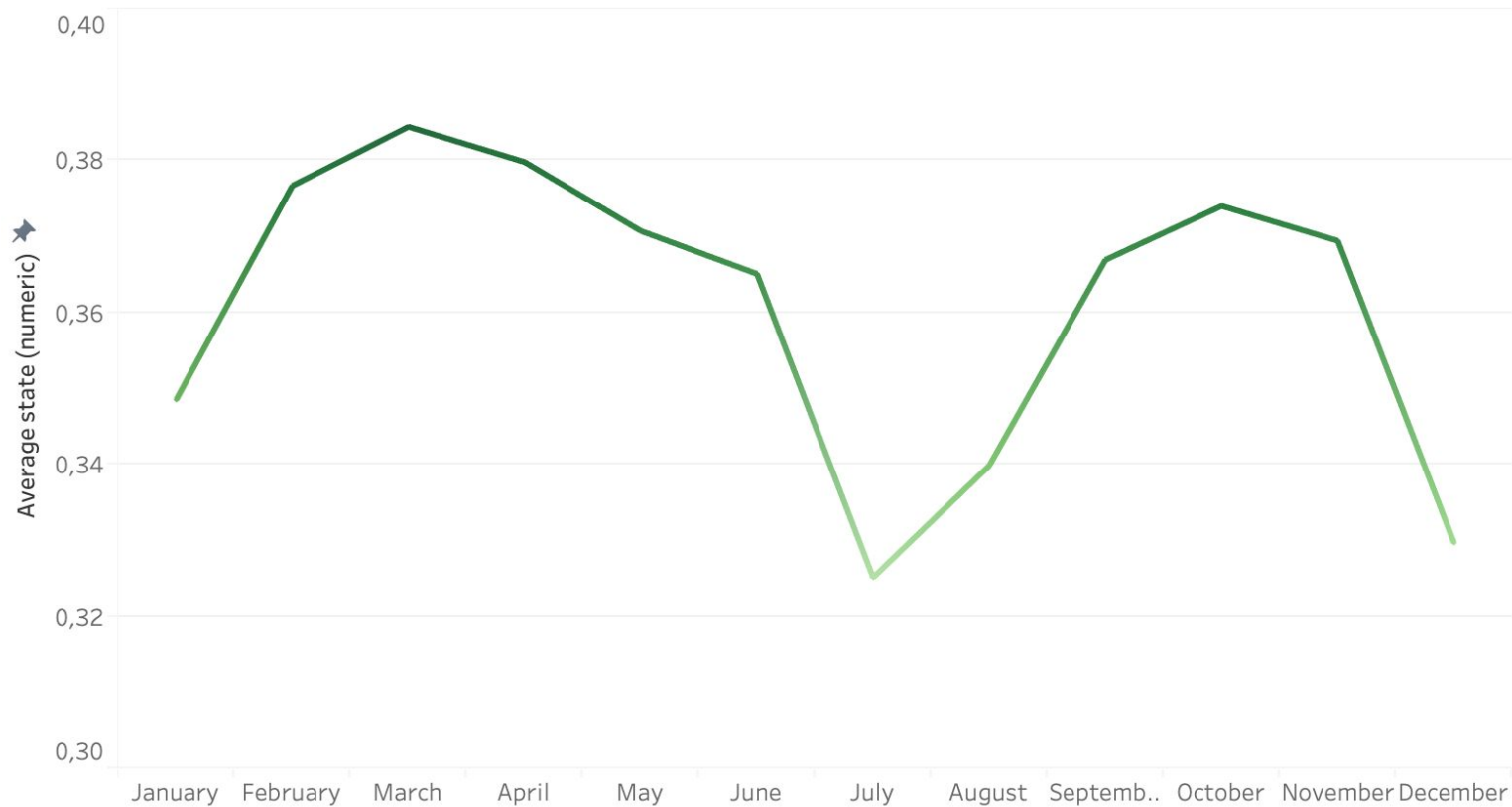★   **Takeaway:** Plan around seasonality!
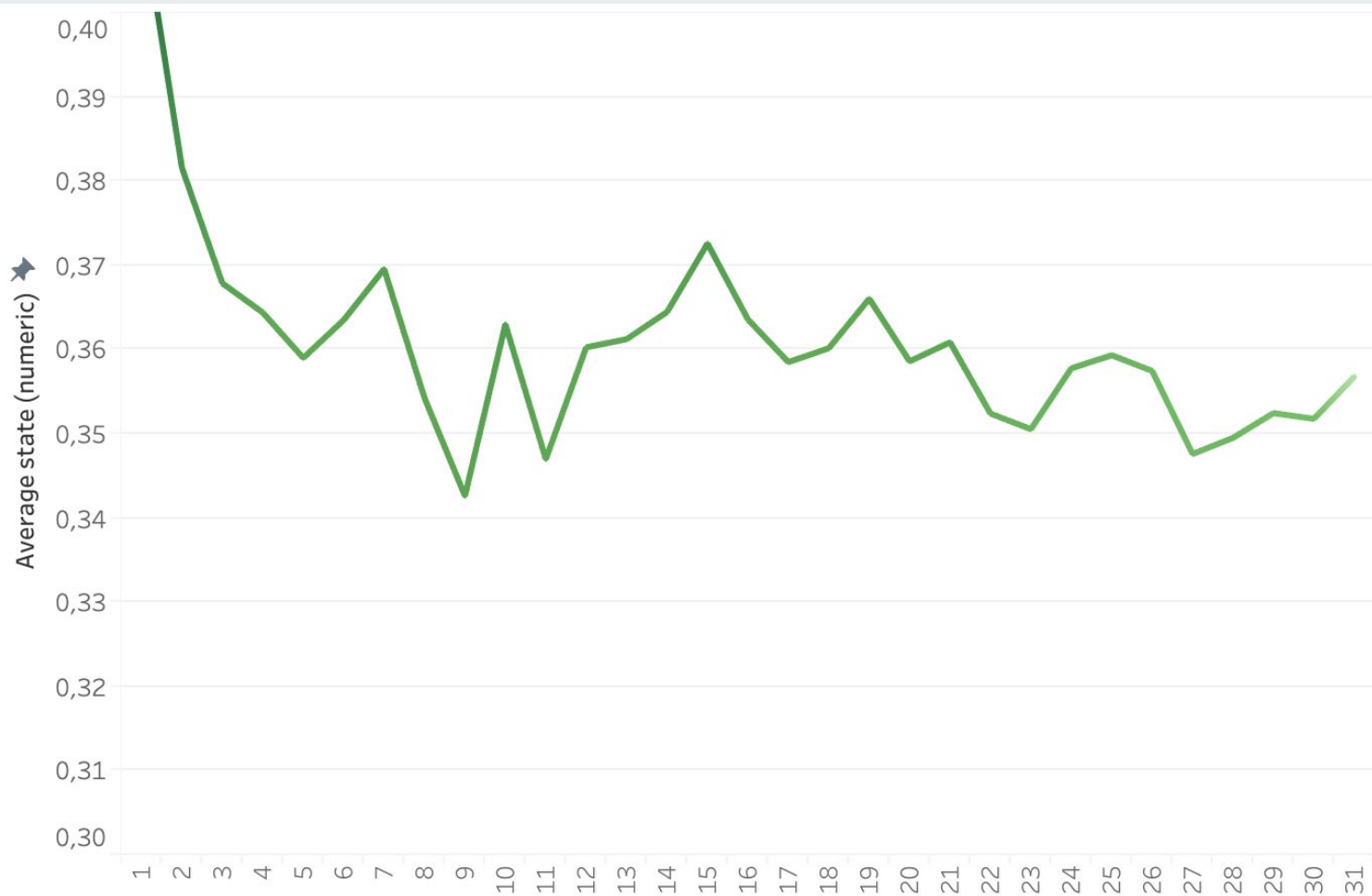
Questions?

Success varies between project categories!

Category		Success rate
		0.2025 — 0.6258

Dance
Crafts
Photography
Music
Comics
Fashion
Publishing
Theater
Art
Design
Games
Food
Journalism
Film & Video
Technology

0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K 75K 80K 85K 90K 95K 100K 105K

Avgerage project goal (in USD)

Success based on month of year

Success based on day of month

Questions?