**Background**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in attempt to discover some trick to finding success.

**Objectives**

Using this Excel Analysis, evaluate and analyze the data of 4,000 past Kickstarter projects to uncover hidden trends and discover success rates.

**Conclusions**

Based on an analysis of 4,141 of crowdfunded campaigns between 2009 – 2017, I found 53.23% of Kickstarter campaigns succeed in comparison to 37.27% that failed and 8.5% that were canceled.

**Category & Sub-Category Analysis**

Notably, theater, music and technology are the most popular Categories, but popularity does not necessarily define success. Although Technology is one of the top 3, only 1 out of 3 projects is successful. While photography, in the bottom 3, rates fourth place in success rate.

Categorically, only theater, music and film & video have a higher than 50% chance to succeed while 100% of journalism projects are canceled.

The Sub-Categories with 100% failure rate are animation, video games, drama, jazz, mobile games, fiction, children's books, gadgets, nature, people, restaurants and places. Metal, radio & podcasts, electronic music, classical music, pop, nonfiction, shorts, tabletop games, hardware, rock, television and documentation succeed 100% per project.

**Timeline**

Kickstarter was founded in 2009 and hit its peak in 2015 with a total increase of 1,211 projects within 6 years. We do, however, see a drastic decrease of 87% percent in just 2 years later.

If we focus in per month, we see most Kickstarter campaigns are launched in July and fewer in December. However, campaigns launched in May have the highest success peak, versus campaigns launched in July.

**Limitations**

The sample size is not enough data to fully represent the total population of Kickstarter campaigns. The dataset is limited to certain countries and does not include states or regions. It is too small of a sample size for all categories and sub-categories for a comprehensive analysis. Kickstarter is a relatively new company, founded in 2009. With only an 8-year time span, we do not have an adequate amount of time to quantify real trends. To get a fair representation of the Crowdfunding market we need to analyze multiple Crowdfunding platforms to draw a more statistical analysis.

**Additional Visuals**

Possible Table or graphs that we can create are percentage of successful versus unsuccessful rates per category and/or sub-categories. A cancelation table or graph to demonstrate how many canceled projects met their goal. Lastly, a line graph to visualize trendlines using sub-categories per months or years.