Kickstarter Projects Analysis

Pledged vs Target

0bn — 3bn — 17bn

Number of Projects
375K
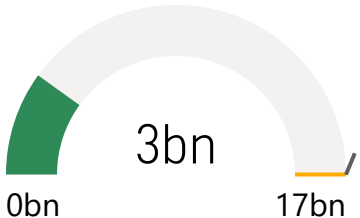
Successful Projects
134K

Success Rate
36%

Goal Completion Rate
20%

Project categories and success rate

- Projects
- Success Rate

Category	Projects	Success Rate
Film & Vid...	63K	38%
Music	50K	49%
Publishing	39K	36%
Games	35K	31%
Technology	33K	20%
Design	30K	35%
Art	28K	41%
Food	25K	25%
Fashion	23K	—
Theater	11K	60%
Comics	11K	54%
Photography	11K	31%
Crafts	9K	24%
Journalism	5K	21%
Dance	4K	62%
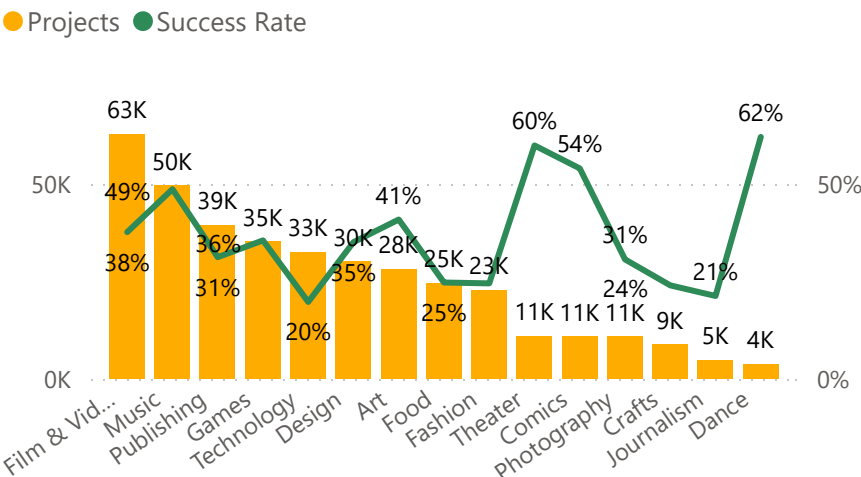
Project with >$1000 Goal with biggest goal completion% : Exploding Kittens

$8 732 572	$10 000	87825%
Money Pledged	Goal	Goal Completion%

Nr. of projects and success rate over the years

- Projects
- Success Rate

Year	Projects	Success Rate
2010	1K	44%
	26K	44%
2012	41K	46% / 43%
2014	67K	—
	75K	33%
2016	52K	28%
2018	0K	35%
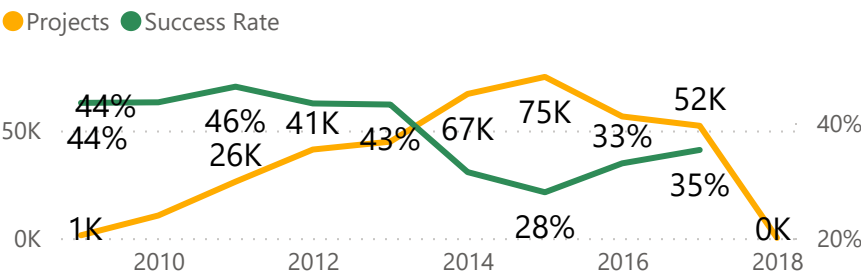
Insights & Recommendations

1. Out of 375K total projects, there were 134K successful projects which converts to a 36% success rate.

2. The **Dance** project category had the highest success rate (62%) as compared to other project categories.

3. Technology projects are less successful with a very low success rate of 20%, the reason for this is probably the projects' high goal target.

4. Among the projects with a goal over $1000, Exploding Kittens had the biggest goal completion rate of 87% and $8.7M pledged.

5. Even though Film and Video was the most popular (with 63K projects), **Comics**, **Theater** and **Dance** had more than 55% success rate**.**

6. Even though 2011 had the highest success rate and the number of projects peaked in 2015 (but this was a year with the lowest success rate)**,** the success rate has a negative relationship with the number of projects.

7. An investor who wants to invest in projects should consider **Comics**, **Theater**, **Music** or other **Art** categories as these categories had the highest success rate of above 55%. However, Technology projects are less successful.

Project goal completion rate by sub-category

Subcategory	Goal Completion (%) ▼	Money Pledged ($)
Chiptune	252%	619205
Tabletop Games	218%	463720835
Camera Equipment	203%	33846732
Letterpress	147%	473617
3D Printing	142%	45284206
Typography	140%	2296489
Sound	132%	41396547
DIY Electronics	109%	20160689
Webcomics	107%	8197966
Anthologies	103%	7723631