**Kickstarter Data Report**

General Conclusions:

The dataset provided provides evidence for beginning projects between the months of February to May with the highest success rates occuring during that time. After the month of May, the successful projects vs. failing projects begin to head towards a 1:1 ratio with the worst month proving to be December. During December the data shows more failing projects than successful projects.

The United States accounts for 74% of all projects according to the data with a success rate of 54%, slightly better than the overall percentage when factoring all the other countries. The category of Theatre accounts for 34% of all projects with a 75% success rate. Theatre projects prove to be extremely successful, compared to the average, through Kickstarter. The category of film and video has a success rate of 58% with 520 projects launched. Within the category is a sub-category dragging that success rate down greatly. Animation projects have a 0% success rate on 100 launched projects. When ignoring those 100 projects the category of film and video would have a 71% success rate.

According to Kickstarter’s own data projects that only receive between 0-20% of funding asked for account for 83% of all failures (236,828 of 284,686). The overall conclusion from this data is that percent of funding is the most important factor when predicting if a project will succeed or fail. The month range when projects begin is an extremely important factor to consider before beginning a project. Because most projects that fail receive so little funding only $444mil has been lost vs. the $4.49 billion that has been donated.

Limitations of the dataset:

The dataset provided only provides 4114 projects of 456,974 total projects begun through Kickstarter with the dataset only showing a 53% success rate vs a 62% success rate of all Kickstarter projects. The 4114 projects are only .9% of all projects ever launched. This small sample may not be representative of Kickstarter projects launched.

Future Considerations:

Running statistical test would provide more evidence for the trends; such as month launched, percent funded, and successful vs. unsuccessful categories. Without these tests it is difficult to tell if a relationship is significant or not, especially since the sample of our data is so small is comparison to the overall projects launched.

Diving deeper into the month launched trend would most likely yield some interesting general results that could be used for any campaign that relies on donations. The question of why people are more willing to donate during certain months is important to answer. My first instinct is that between February to May is when people receive annual bonuses and tax refunds.