# Kickstarter-

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**My observations post analyzing a database of 4,000 past projects-**

1. From 2009 to 2017-

* Highest number of projects (3038) ran in US with 54% success rates followed by GB (604) and 60% success rate.
* One third of the total projects were from the category *Theatre* with 60% success rate.

1. From 2009 to 2017, In US, most success was found in following categories & sub-categories-

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Total Projects | SR | Sub-Categories with 100% SR |
| Theatre | 912 | 57% |  |
| Music | 636 | 77% | Rock, pop, classical and electronic music |
| Film & Video | 422 | 61% | Documentary, Television and short stories |

SR-Success Rate

1. Overall, there has been a huge dip in the number of projects in the Kickstarter service.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Canceled | Failed | Live | Successful | Total |
| 2015 | 124 | 433 |  | 567 | 1124 |
| 2016 | 94 | 310 |  | 475 | 879 |
| 2017 | 15 | 25 | 50 | 59 | 149 |

**There are few limitations with the data set-**

* + We don’t know the *scoring parameters* leading to the failure and cancellation of the projects which could have further determined the category of project organization should work on for maximum chances of success.
  + What is the ‘goal-fund’ approving criteria for the projects? Is that valuation standard maintained across all the projects?
  + Criteria for number of days for which each project was running

**What are some other possible tables and/or graphs that we could create?**

* table/chart for backers count and pledge to see any trend as to identify popular choice
* table/chart for percent funded with category/sub-category