

KICKSTARTER

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A global crowdfunding platform focused on creativity and merchandising.

Homepage: [Kickstarter](#)

Dataset: [Kaggle](#)

Projects

374,864

Category

159

Successful Pledge

\$3.42B

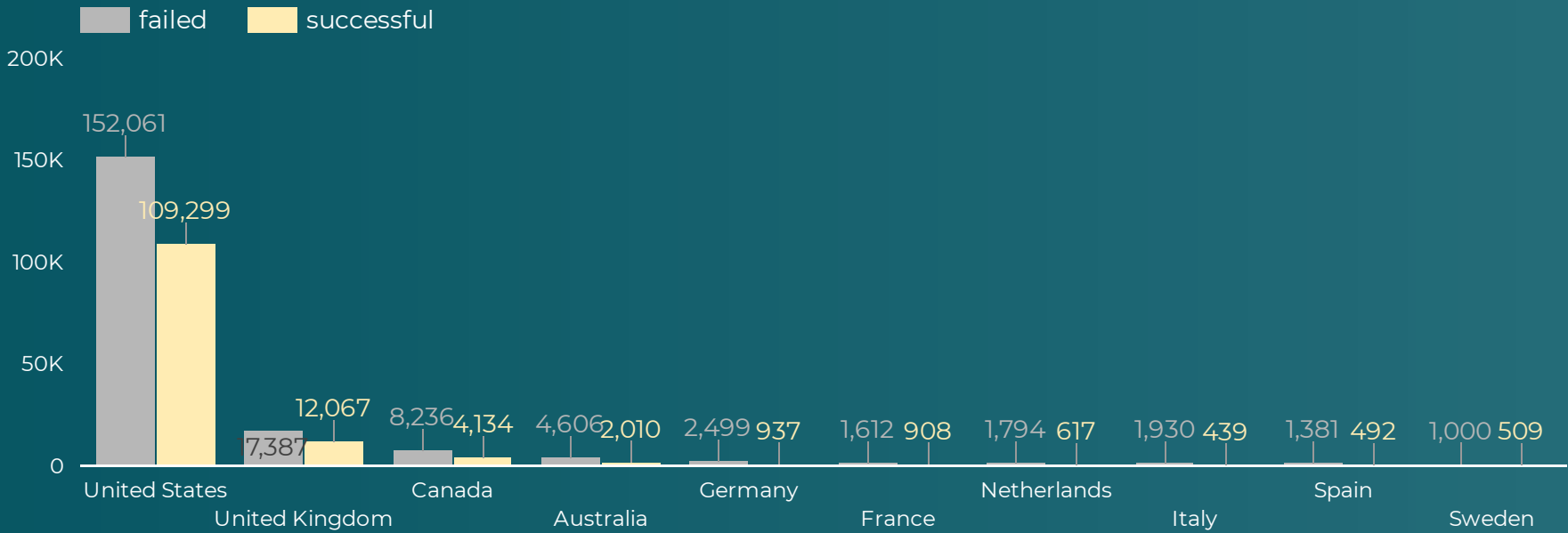
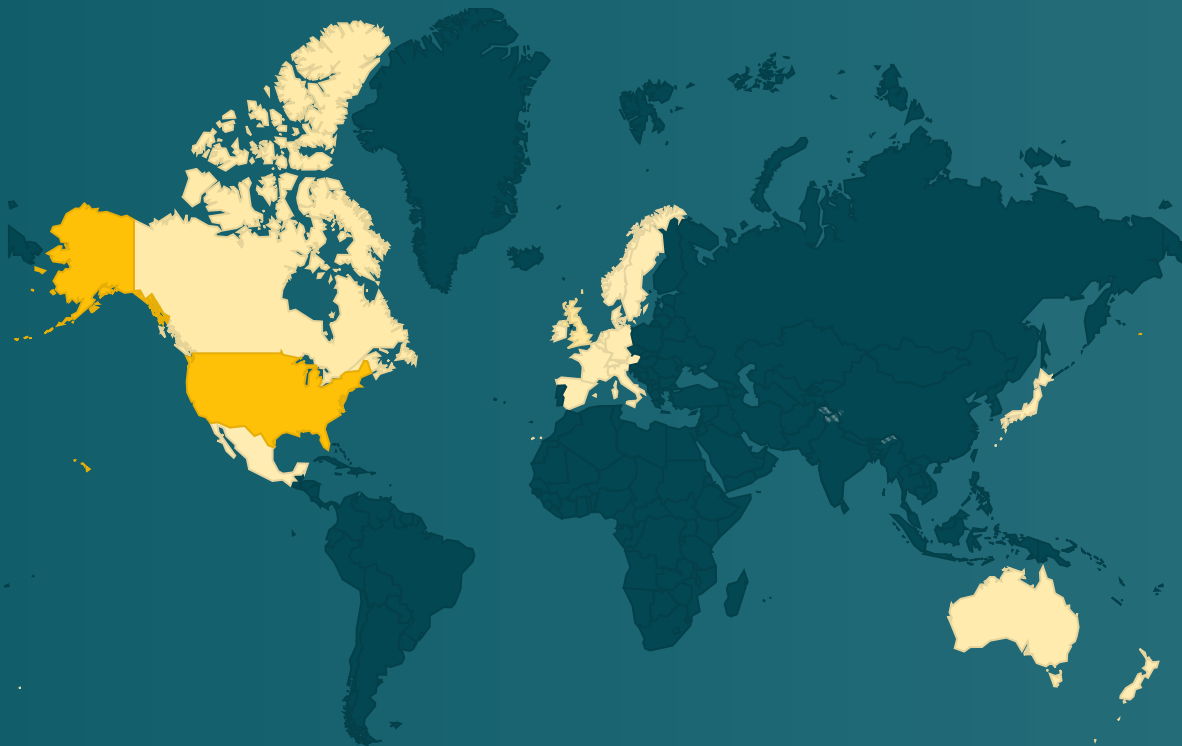
Backers

40.0M

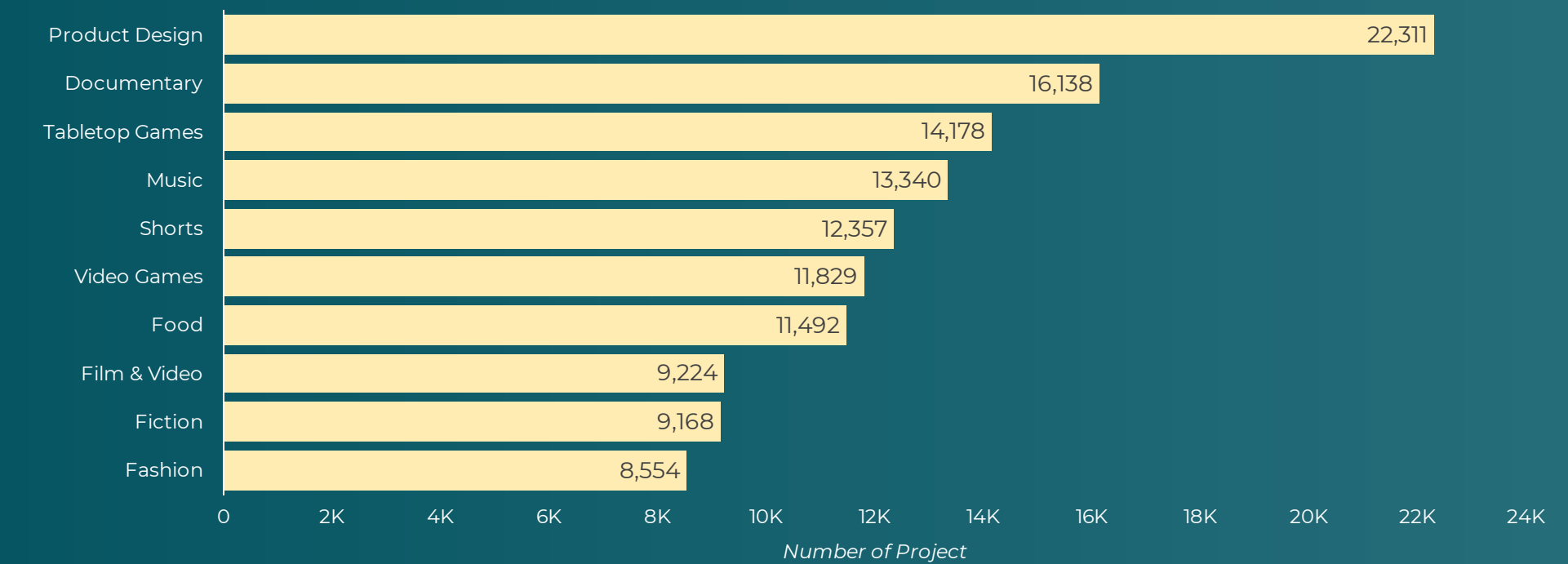
Projects in US
292,627

Projects elsewhere
82,237

Projects in Vietnam
0

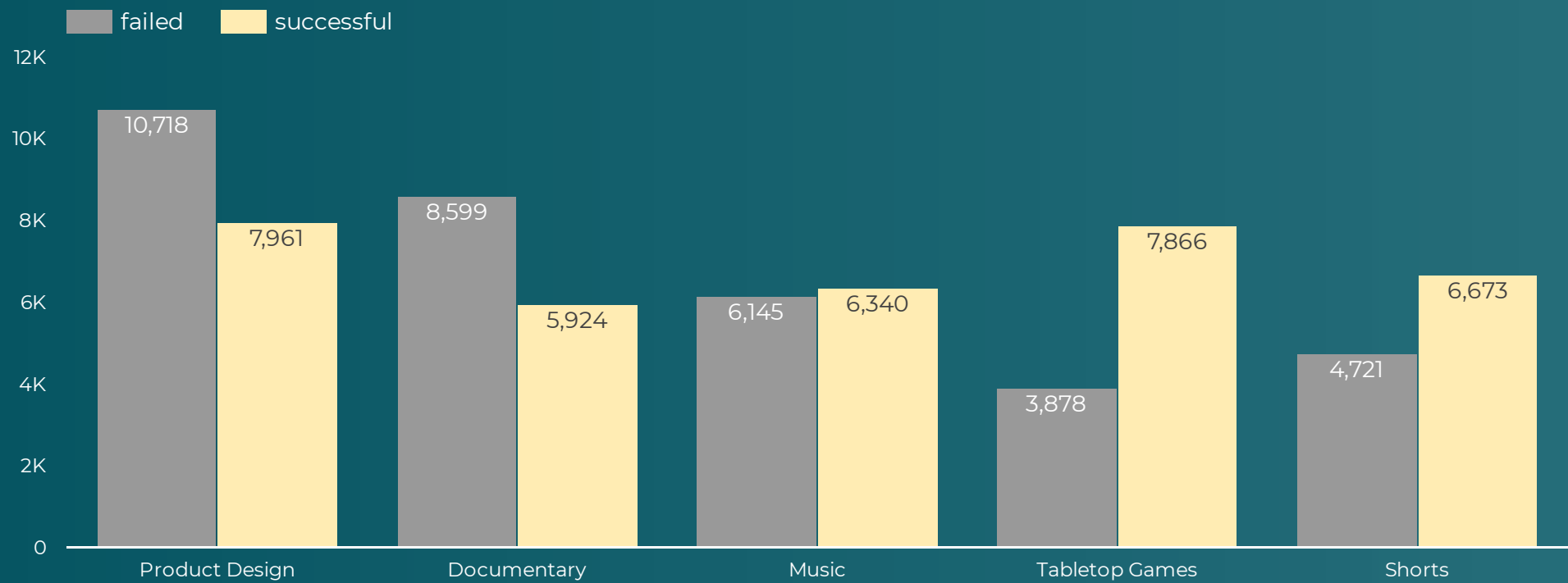
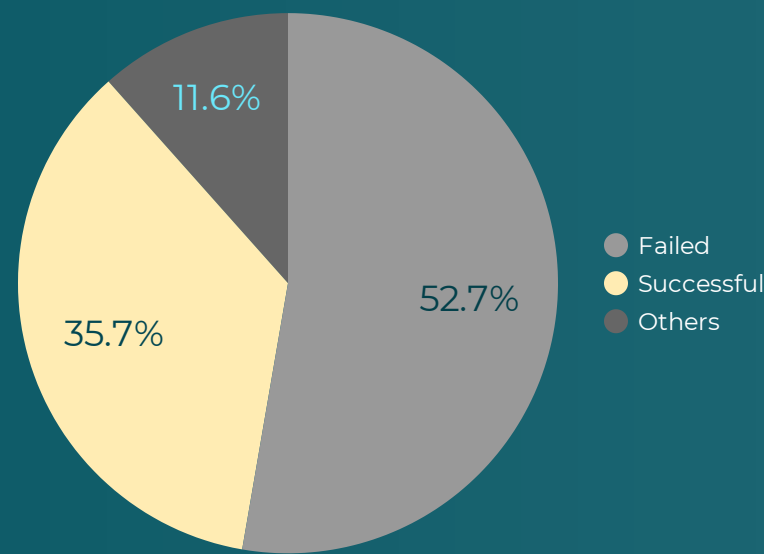


Top 10 Categories on Kickstarter

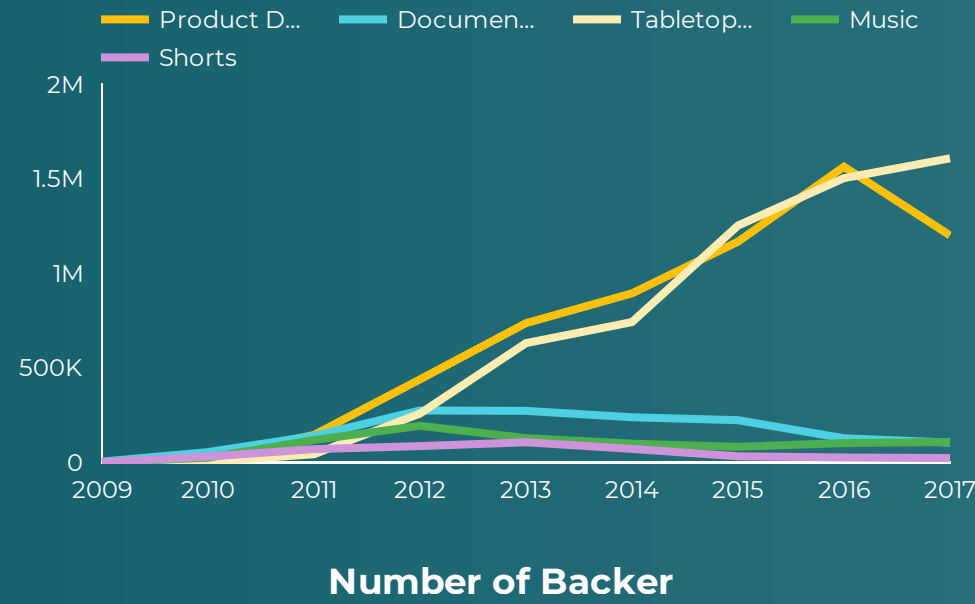
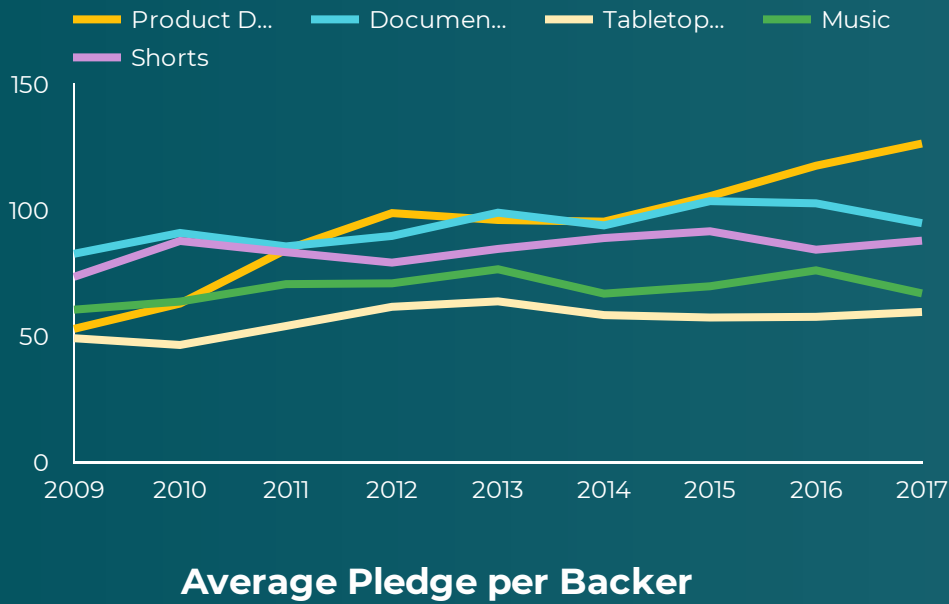
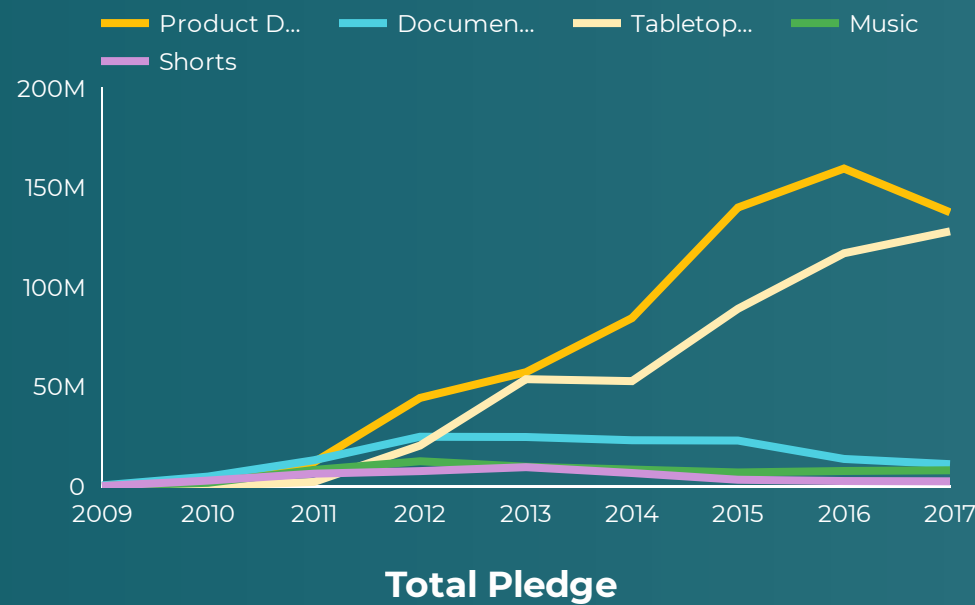
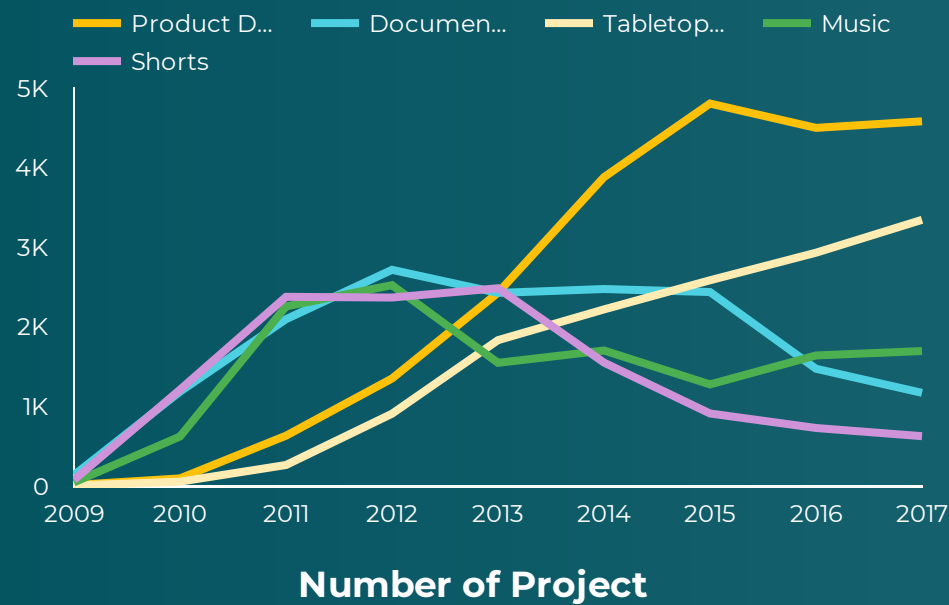


	Category	Backers	Pledge	Avg. Pledge per project
1.	Product Design	6.2M	637M	28.6K
2.	Documentary	1.4M	138.9M	8.6K
3.	Tabletop Games	6M	463.7M	32.7K
4.	Music	865.9K	63.5M	4.8K
5.	Shorts	453.9K	41.5M	3.4K
6.	Video Games	4.4M	216.2M	18.3K
7.	Food	767K	70.7M	6.2K
8.	Film & Video	479.2K	45.4M	4.9K
9.	Fiction	256.9K	13.2M	1.4K
10.	Fashion	564.9K	46.8M	5.5K

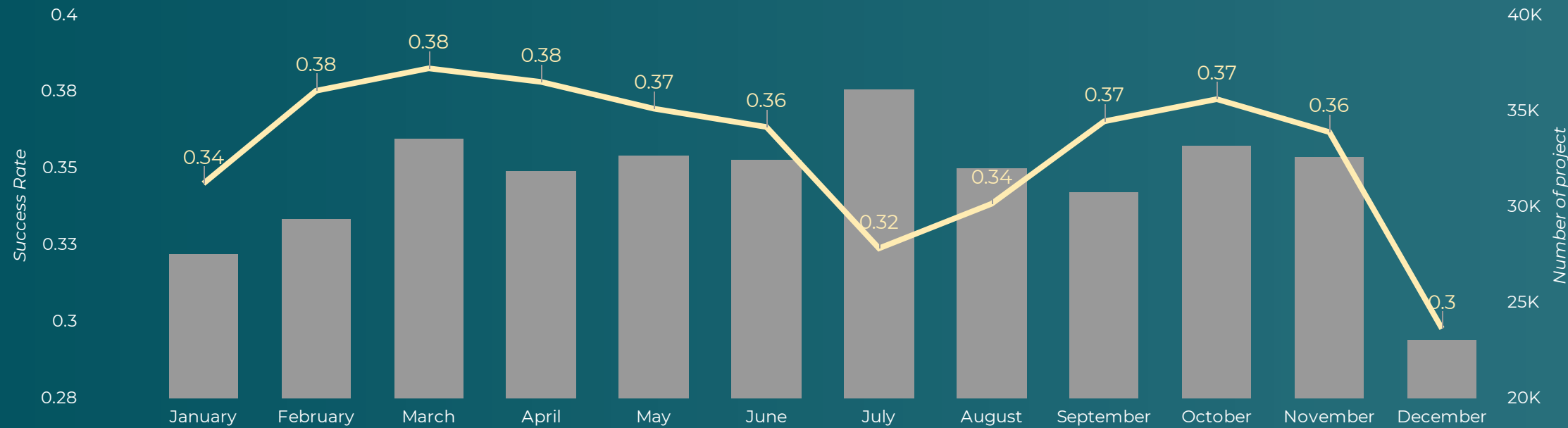
Success Rate of Projects on Kickstarter



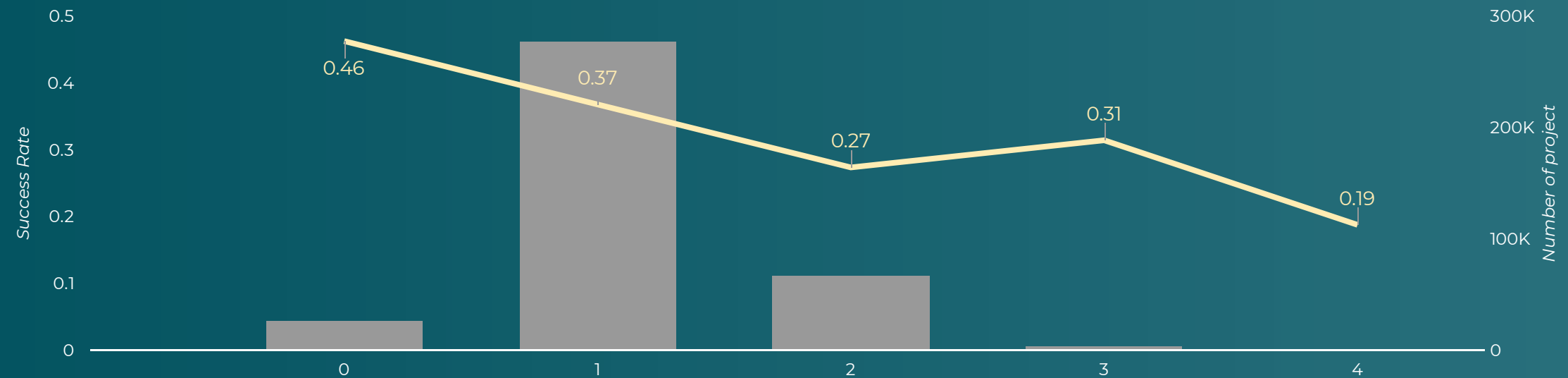
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Success Rate vs. Month of the Year



Success Rate vs. Project Duration



Success Rate vs. Project Goal

