Analysis of Kickstarter Campaigns

A preliminary review of 4,114 Projects from 2009-2017

## What types of projects seem to succeed? Documentaries and Rock Music.

Of the 180 “Documentary” projects launched during the 8 years, *every single one* met its campaign goal. As did all of the 240 “Rock” music projects and 140 of the 160 “Indie Rock” projects.

## What else works? Flip a coin.

Roughly half of projects (2,185 out of 4,114) meet their fundraising goal. And most categories have a success rate between 35% and 65%

## What doesn’t work? Food.

Food-related projects have a 70% failure rate. Of the 160 proposed Food Trucks, 140 failed… and the other 20 were cancelled. **Interestingly, every food truck project was proposed after the Jon Favreau movie *Chef* debuted in 2014.**

## What don’t we know? Relevant factors from outside of the Kickstarter website.

Do the projects that meet their goal actually deliver on their goods? What kind of advertising opportunities does this project have? Does the creator have a pre-existing following? This might explain the success of musical enterprises.

## What else should we uncover? A better measure of “success”

How does the size of the goal impact its success rate? Do some categories or subcategories tend to ask for more than others? These would be simple charts that could show us more about how backers pick winners and losers.