



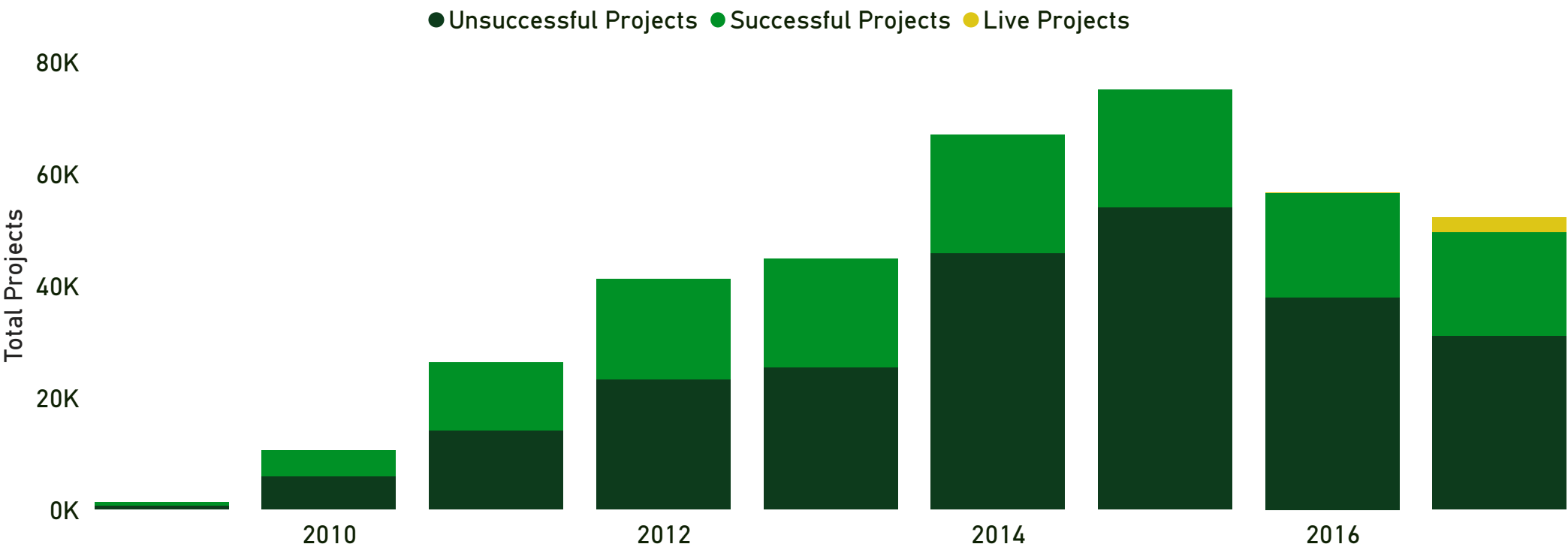
Kickstarter Project Analysis



- Summary
- Success Rate - Category
- Success Rate - Time
- Best Projects
- Optimization

Select all	2009	2010	2011	2012	2013	2014	2015	2016	2017
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Project Status Over Time



134K
Total Successful Projects

375K
Total Projects

35.7%
Success Rate



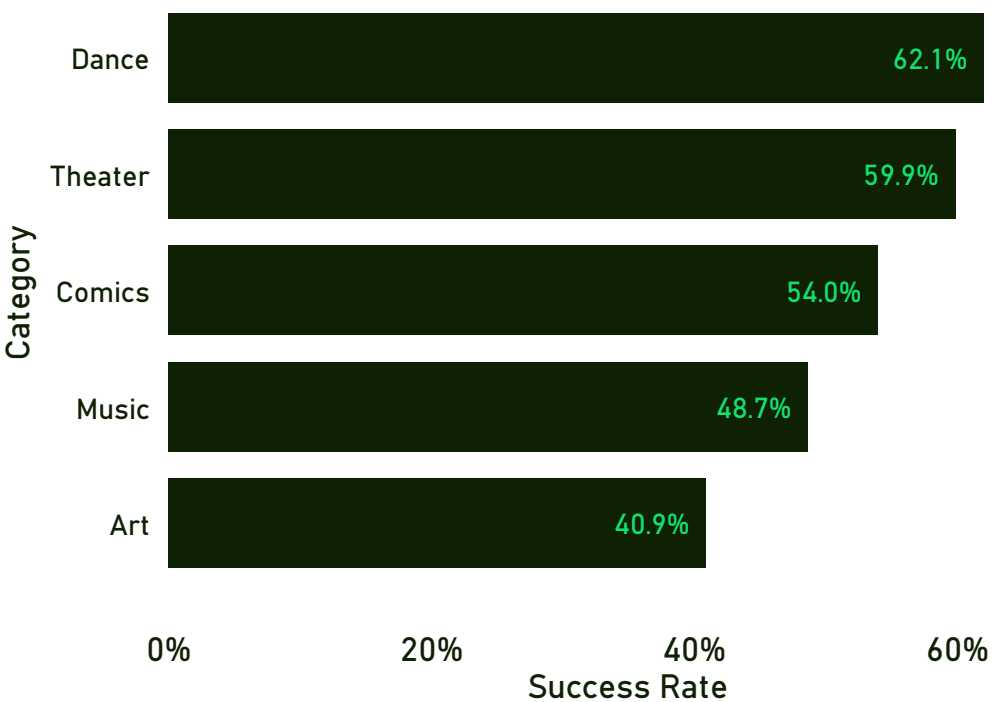
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- 2013
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- 2015
- 2016
- 2017

Success Rate by Category



Category	Success Rate	Successful Projects	All Projects	Success Rate by Year
Dance	62.1%	2,338	3,767	
Theater	59.9%	6,534	10,909	
Comics	54.0%	5,842	10,816	
Music	48.7%	24,105	49,511	
Art	40.9%	11,510	28,133	
Total	48.8%	50,329	103,136	



Kickstarter Project Analysis



Summary

Success Rate - Category

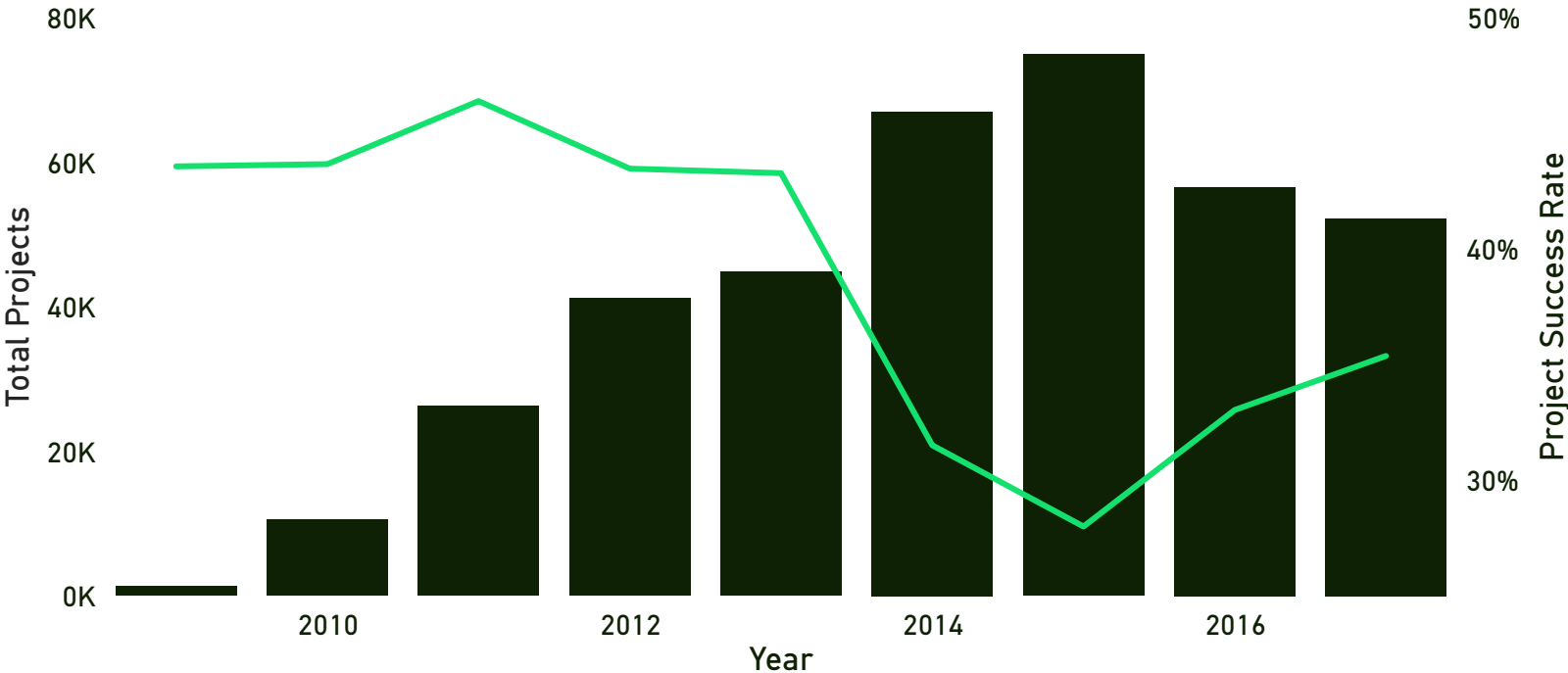
Success Rate - Time

Best Projects

Optimization

Success Rate Over Time

● Total Projects ● Success Rate



Category

Select all	Food
Art	Games
Comics	Journalism
Crafts	Music
Dance	Photography
Design	Publishing
Fashion	Technology
Film & Video	Theater



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Largest Goal Completion Rate of Projects with a Goal >\$1,000 USD

Name	Year	Category	Goal Completion Rate	Pledged Amount	Project Goal	Backers
Exploding Kittens	2015	Games	87826%	\$8,782,572	\$10,000	219,382
The World's Best TRAVEL JACKET with 15 Features BAUBAX	2015	Design	45960%	\$9,192,056	\$20,000	44,949
Fidget Cube: A Vinyl Desk Toy	2016	Design	43105%	\$6,465,690	\$15,000	154,926
Joking Hazard	2016	Games	32466%	\$3,246,589	\$10,000	63,758
Bears vs Babies - A Card Game	2016	Games	32157%	\$3,215,680	\$10,000	85,581
COOLEST COOLER: 21st Century Cooler that's Actually Cooler	2014	Design	26570%	\$13,285,226	\$50,000	62,642
ClickPack Pro The Best Functional Anti-theft BackPack	2017	Design	24124%	\$1,206,179	\$5,000	8,399
Redefining Italian Luxury Watches - Filippo Loreti	2016	Design	24048%	\$5,020,667	\$20,878	18,550
SMART BELT - Kevlar® Core Indestructible & Micro Adjustment	2017	Design	23496%	\$1,174,805	\$5,000	12,229
Gravity: The Weighted Blanket for Sleep, Stress and Anxiety	2017	Design	21997%	\$4,729,263	\$21,500	23,805



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