Analysis of *Kickstarter* Campaigns, May 2009 – March 2017

1. Conclusions

The ‘Music’ and ‘Theater’ categories have had the highest number of total campaigns. ‘Music,’ ‘Theater,’ and ‘Film & Video’ have all had more than 50% of their campaigns conclude successfully. 53% of all *Kickstarter* campaigns in this dataset have been successful.

‘Plays’ is the sub-category with the greatest number of campaigns initiated; it is also the sub-category with the highest raw number of successful campaigns. ‘Plays’ have accounted for more than 25% of all *Kickstarter* campaigns from May 2009 – March 2017.

Relatively few *Kickstarter* campaigns featured in this dataset (about 8%) have been canceled.

1. Limitations

The dataset used for this analysis represents only about 1% of all *Kickstarter* campaigns launched. Most (99%) of all *Kickstarter* campaigns ever launched have been launched in the last 2.5 years, and that data is not included in this analysis. Thus, the results of this analysis represent a span of time during which there was much less *Kickstarter* activity and awareness.

Projects that were not successfully funded between May 2009 and March 2017 may be designated either ‘Canceled’ or ‘Failed;’ however, there are some campaigns that did attain the necessary funding and were still canceled. We don’t know which factors other than funding may have contributed to the outcome of a campaign.

It’s also possible that some failed and canceled campaigns were re-launched at a later date and completed successfully.

1. Other Tables or Graphs

Bar chart showing the relative percentages of Success by Category

A pie chart showing the distribution of all Categories

Average goal amount by Sub-Category

Bonus

Overall, projects with lower goal amounts tend to be most successful, and projects with higher goal amounts are more likely to fail.