**Introduction:** Kickstarter is a global leader in funding campaigns in the not-for-profit sector. Year-to-date the organization has raised over $2 billion from it’s crowdfunding services. In recent years, about one third of it’s projects have been successful. This report analyzes it’s database of 4,000 records to identify trends and opportunities for future growth.

**Conclusions:** At first glance, it appeared the theater category was the most successful category in terms of generating success rates. Theater generated the highest total number of successes with a grand total of 839 successful projects. Ultimately however, the music category is the most successful and least risky category. Music projects were successful 71% of the time compared to theater projects which were only successful 60% of the time. The film & video category also had a favorable track record with a 58% success rate. Regardless of the category, there is always a possibility that the project will not reach it’s targeted funding goal. Some projects end up getting cancelled and others do not end up reaching their goals.

A time series graph was generated to review the data over time from 2009 to 2017. Over the course of 8 years, the number of successful campaigns outweighed the number of failed campaigns. The trend of the failed projects mirrors the trend of the successful projects. So increasing or decreasing the number of projects does not seem to have an affect on the probability that the projects will be successful or fail.

Another line graph revealed an interesting finding that there is a downward trend when comparing the percentage of successful projects and the initial fundraising goal. When the fundraising goal is less than $1,000 the success rate was around 70% compared to goals that had a goal of $50,000 or higher which had a success rate of only 20%.

**Limitations:** The dataset is limited because it lacks any information related to Marketing costs and strategies used to generate funding. A deeper method utilizing marketing and advertising data would be beneficial to the analysis. You could see if there are any Marketing tactics that work better than others. Additionally it would be interesting to take a look at the donors who are investing in the campaigns. Are they donating small amounts frequently or are there some donors that donate substantial amounts? Taking a dive into the marketing and donor data could reveal additional insights.

**Additional tables and/or graphs:** Pie charts could be used to analyze the data based on their success and failure rates. The pie charts would be another great visual tool which would be able to show the percentages. A bar chart could be created to analyze different amounts in terms of Average Donations. This information would be useful to see which areas have the highest average donation amounts.