Kickstarter campaign success rate

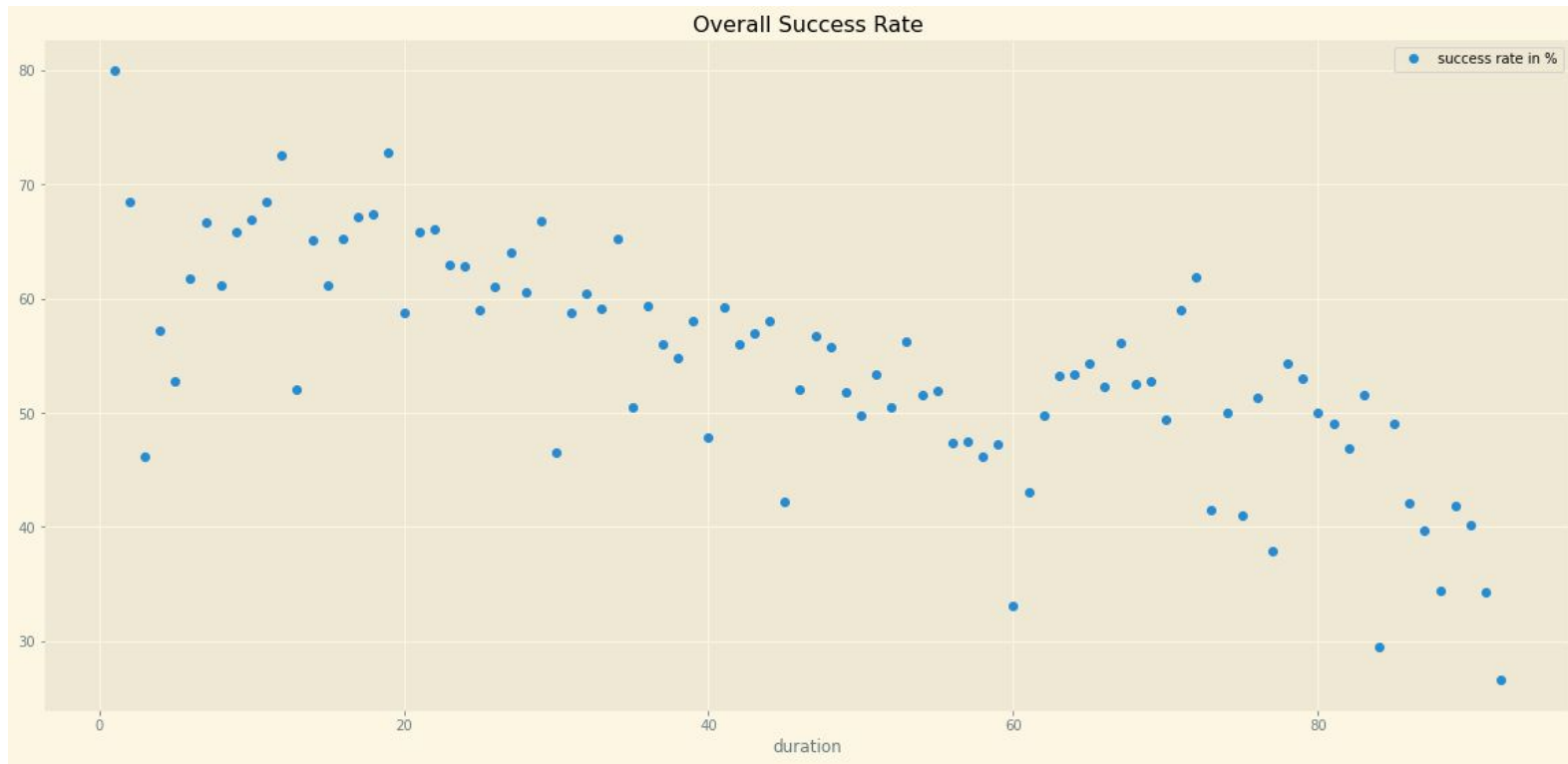**Overall Success Rate**
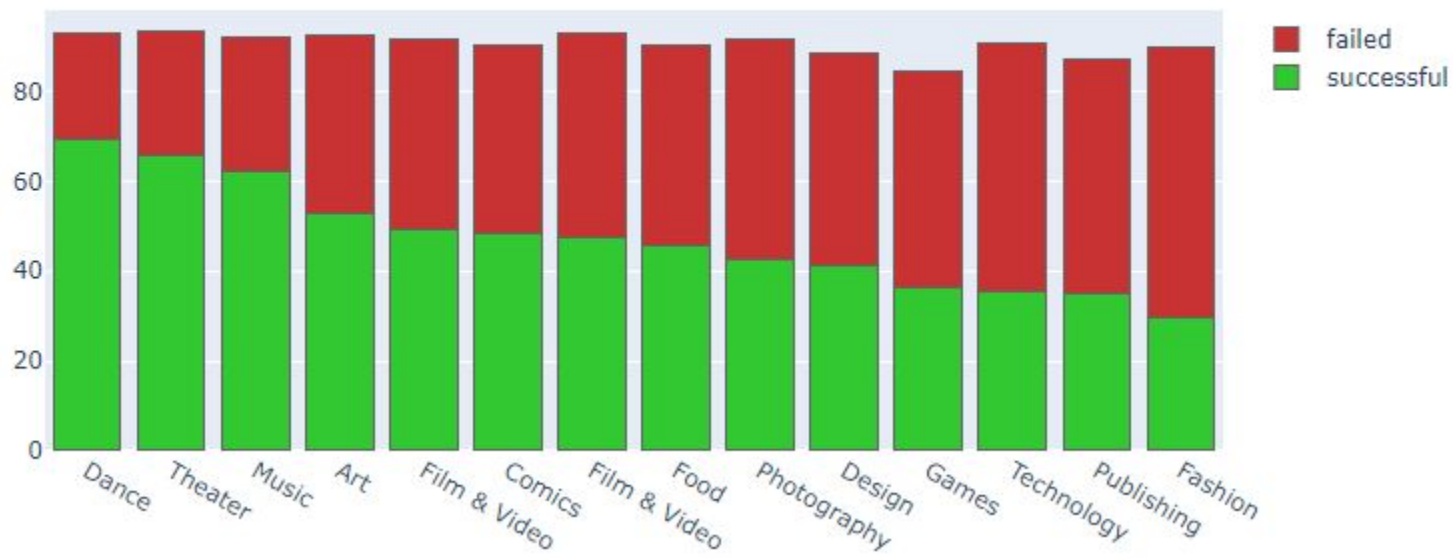
Shorter campaign is generally more successful.

Campaign with less than 3000 USD goal is twice more likely to succeed than those over 15000 USD

	goal	success counts	total counts	success rate in %
0	< 5000	14781	24398	60.582835
1	5000-10000	4680	10105	46.313706
2	10000-15000	1712	4275	40.046784
3	15000-20000	681	1986	34.290030
4	30000+	435	2741	15.870120
5	20000-25000	425	1486	28.600269
6	25000-30000	255	966	26.397516

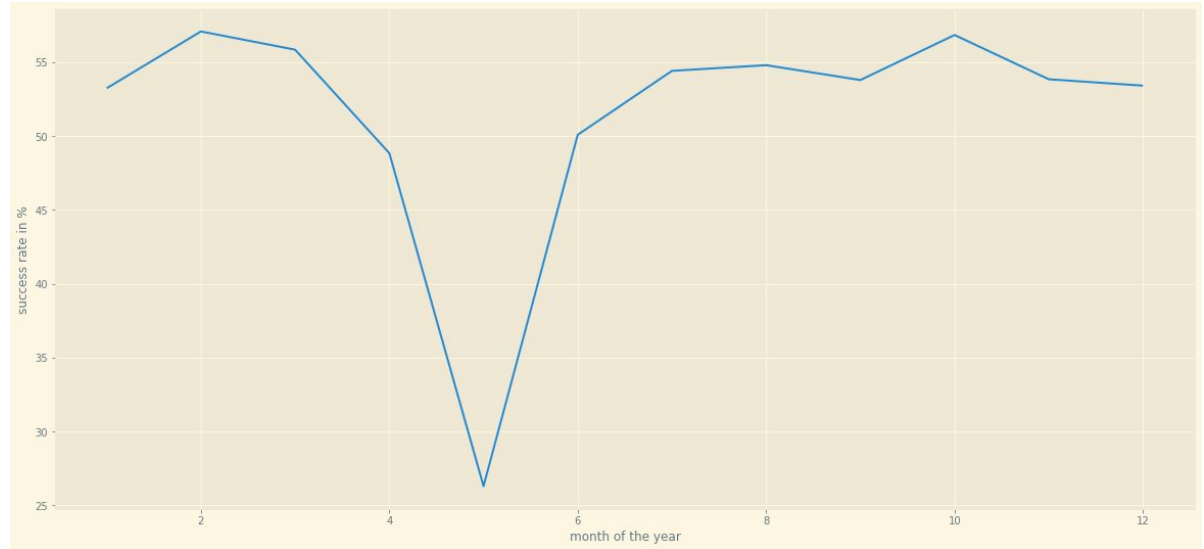|	goal	success counts	total counts	success rate in %
0	5000+	8188	21559	37.979498
1	500-1000	2420	3645	66.392318
2	1000-1500	2290	3712	61.691810
3	2000-2500	1966	3223	60.999069
4	3000-3500	1780	3110	57.234727
5	1500-2000	1577	2547	61.915980
6	2500-3000	1529	2620	58.358779
7	< 500	1189	1731	68.688619
8	4000-4500	892	1620	55.061728
9	3500-4000	828	1571	52.705283
10	4500-5000	310	619	50.080775

Performing arts have significantly higher success rate

% of successful and failed projects by main category

The most successful
starting month is
February

Successful campaign
typically starts on
Sunday or Monday and
decrease throughout
the week.

Success rate peaks on campaign started between 9 to 10 AM Eastern time.