

Date Slicer

01-01-2012



31-12-2013



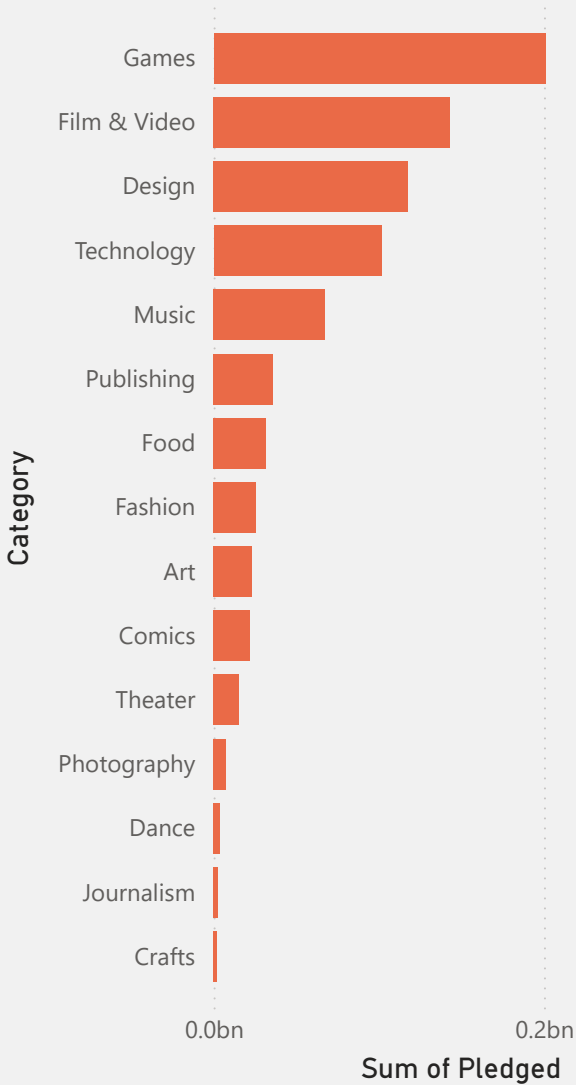
Status Slicer

- ☐ Canceled
- ☐ Failed
- ☐ Successful
- ☐ Suspended

Category Slicer

All

Sum of Pledged by Category



Total No. of Projects Country-wise



Key influencers

Top segments

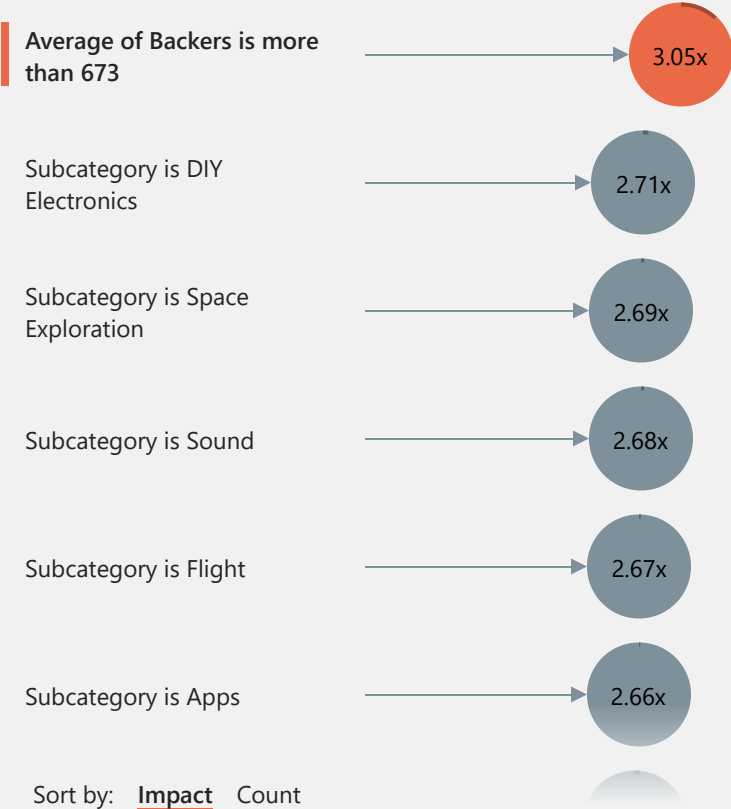
What influences State to be

Successful

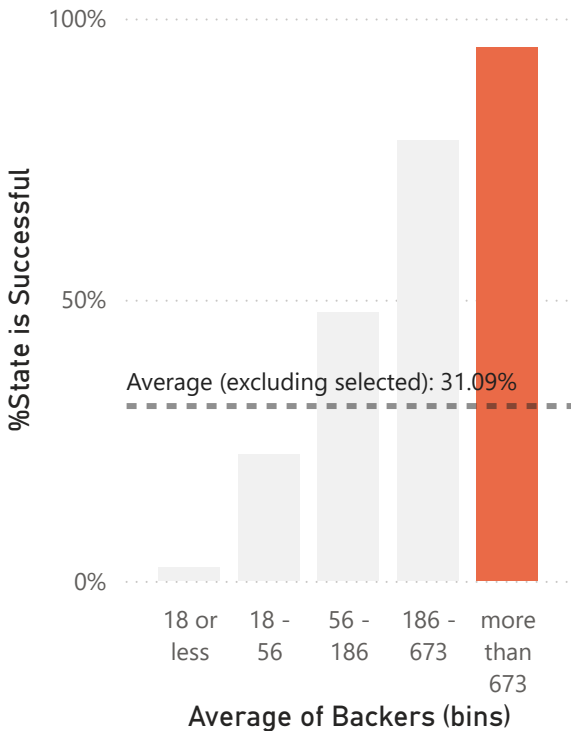
 ?

When...

...the likelihood of State being Successful increases by



← State is more likely to be Successful when Average of Backers is more than 673 than otherwise (on average).



☐ Only show values that are influencers

Avg days to meet the goal

33

SuccessRate

38%

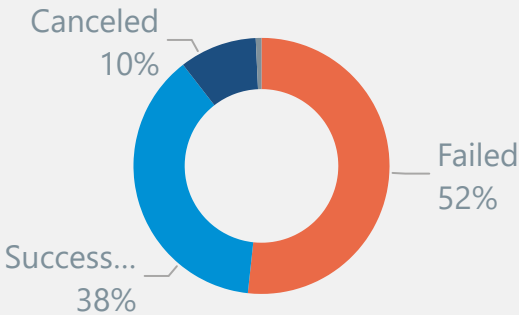
Change Chart By

Category

Subcategory

Subcategory	SuccessRate
Apps	100%
DIY Electronics	100%
Flight	100%
Gadgets	100%
Makerspaces	100%
Sound	100%
Space Exploration	100%
Robots	97%
Camera Equipment	83%
3D Printing	75%
Fabrication Tools	75%
Web	71%
Wearables	67%
Hardware	42%
Total	38%

Count of ID by State



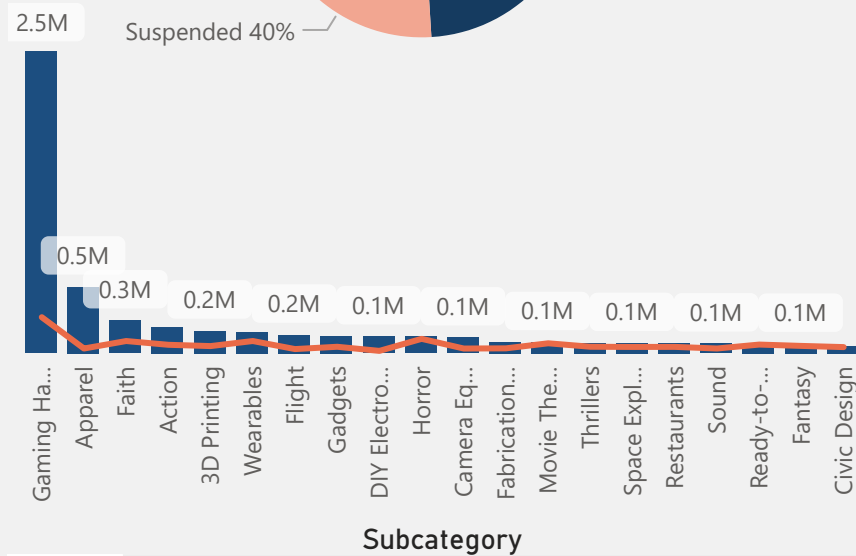
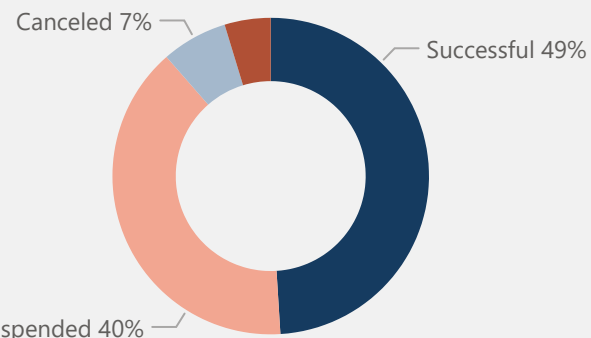
Category



All

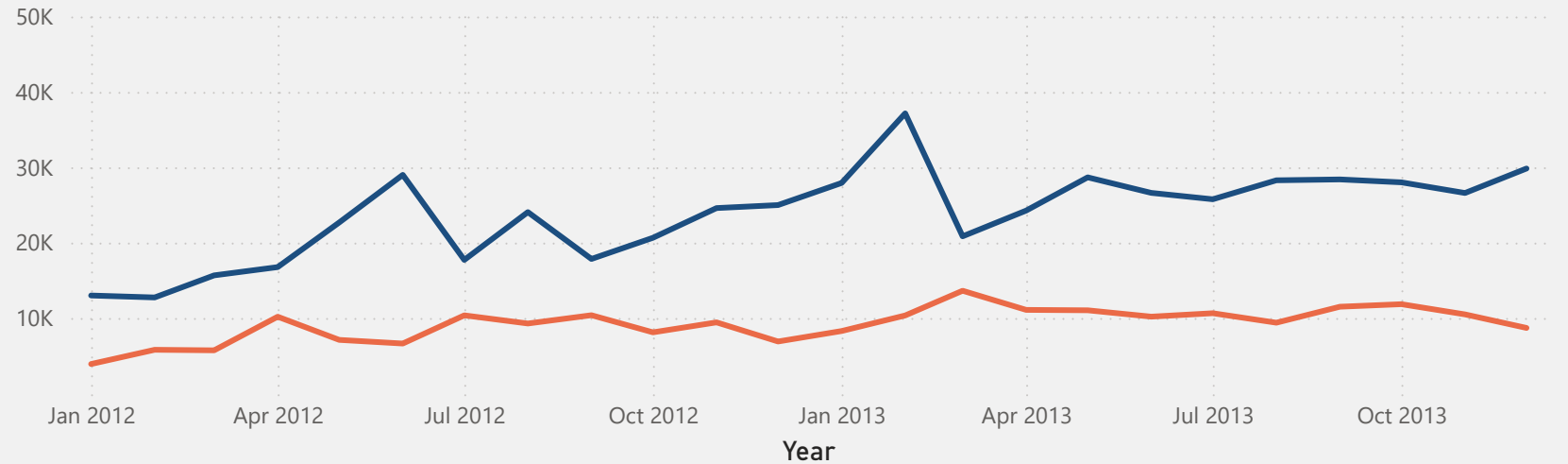


Pledged Cap Completion Status

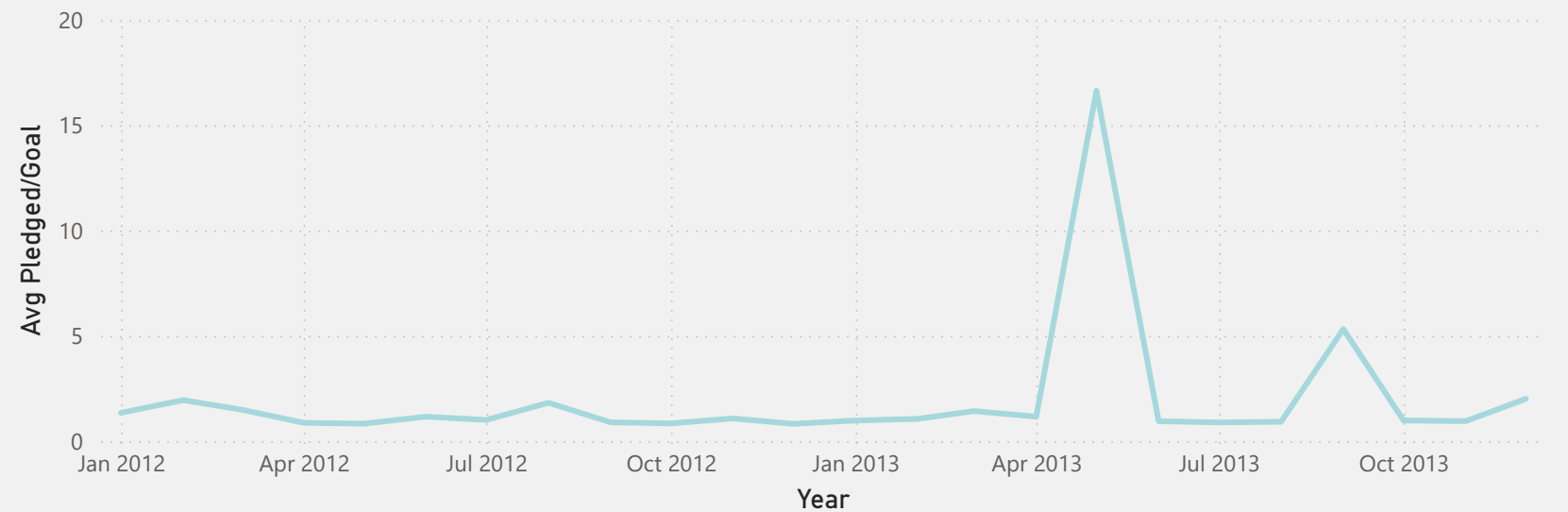


Pledged Capital Vs Goal of the Project Month-Wise

● Pledged Cap Avg ● Goal Cap Avg



Pledged to Goal Ratio Month-Wise





Overview

Successful Projects

Trends

Market Demand

Key Influencer

2012 vs 2013

Pledged Cap Total, Category and Sub-Category Wise

Category Slicer

All

Date Slicer

01-01-2012



31-12-2013



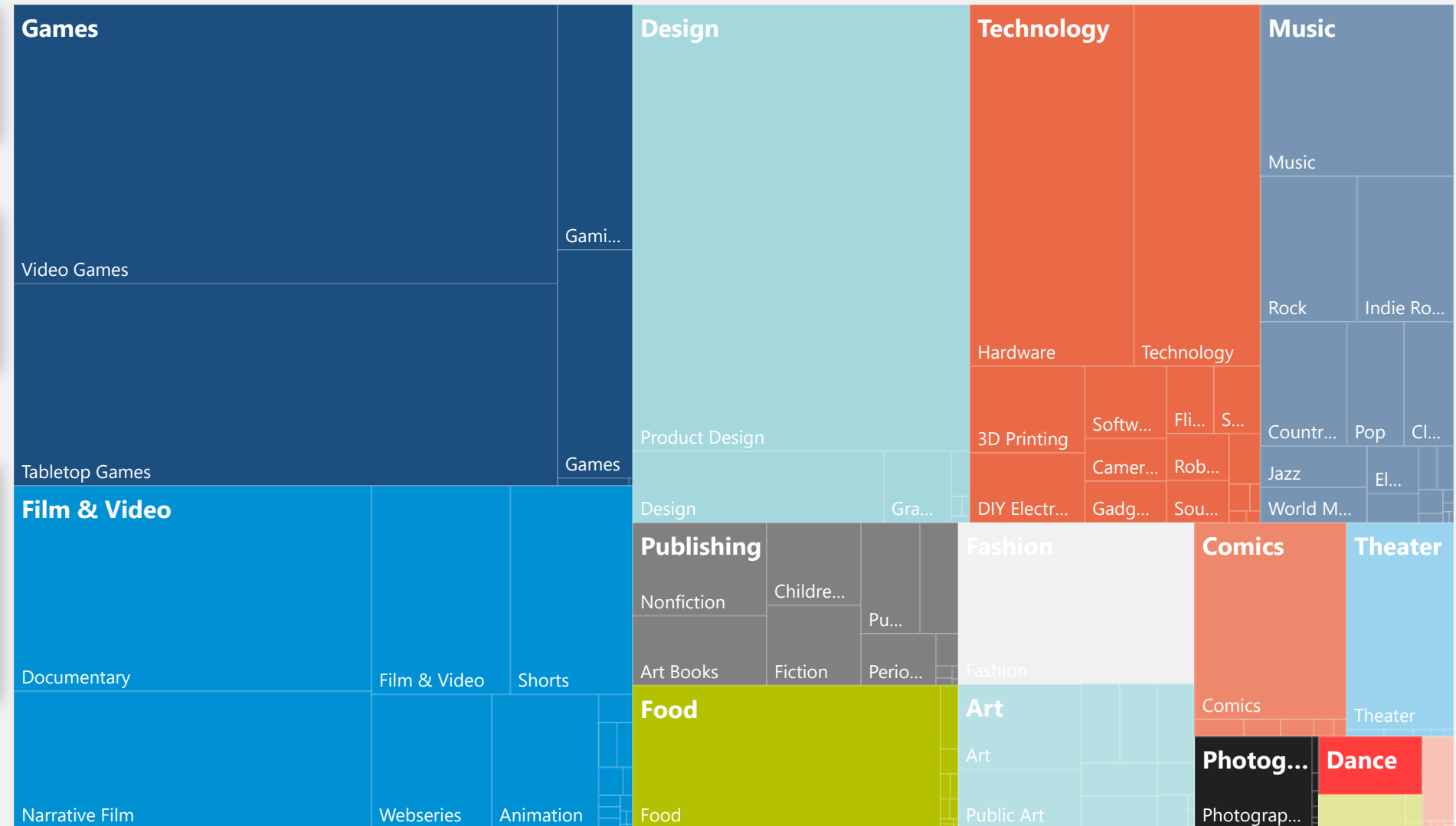
Status Slicer

☐ Canceled

☐ Failed

☐ Successful

☐ Suspended



Choose One

Avg Backers

Avg Goal

Avg Pledged

SubcategoryGaming Hardware

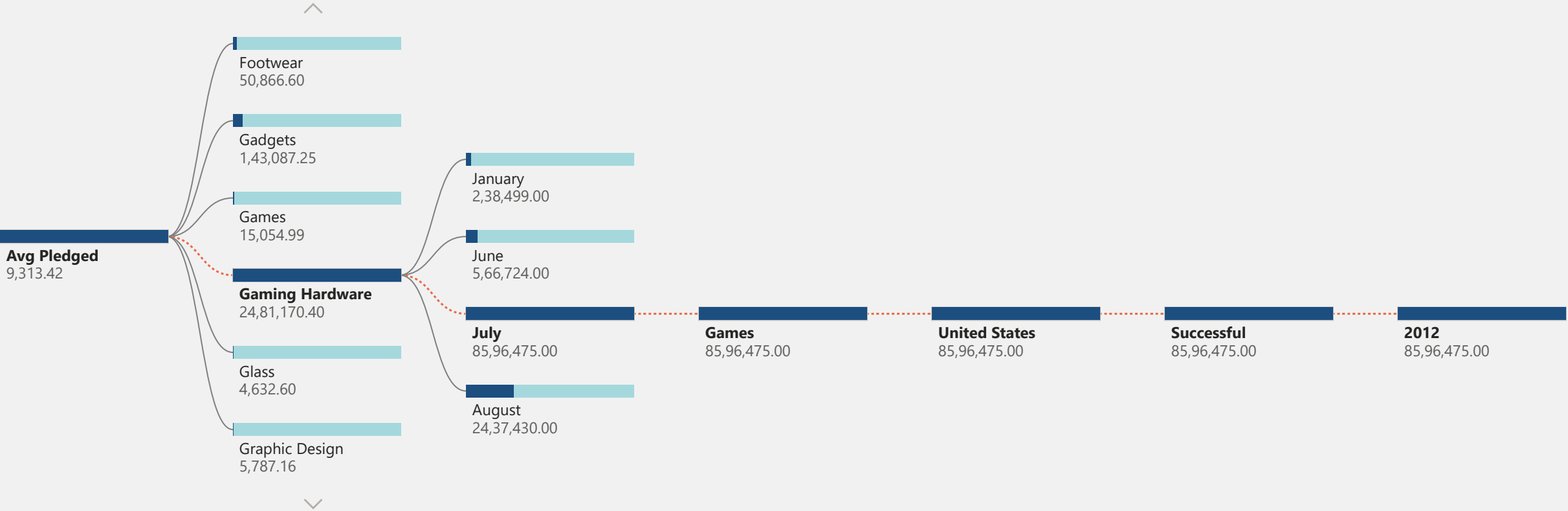
MonthJuly

CategoryGames

CountryUnited States

StateSuccessful

Year



KICKSTARTER

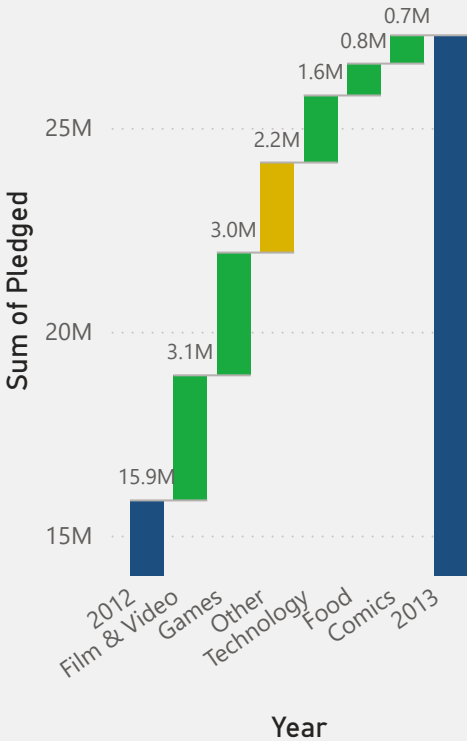
State

All

Category	2012	2013
Theater	0.89	0.83
Technology	1.60	1.58
Publishing	0.58	4.63
Photography	0.60	0.61
Music	1.24	1.13
Journalism	0.47	0.56
Games	1.66	16.79
Food	0.91	0.89
Film & Video	1.35	0.69
Fashion	0.58	0.90
Design	1.88	1.51
Dance	0.88	0.90
Crafts	1.47	1.53
Comics	2.11	1.47
Art	1.19	1.03

Sum of Pledged by Year and Category

● Increase ● Decrease ● Total ● Other



Overview	Successful Projects	Trends	Market Demand	Key Influencer	2012 vs 2013
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Country	2012	2013	Total
Australia		0.92	0.92
Canada		19.69	19.69
New Zealand		0.55	0.55
United Kingdom	0.76	0.81	0.81
United States	1.19	2.82	1.99
Total	1.18	2.92	2.09

Country	2012	2013	Total
Australia		197	197
Canada		876	876
New Zealand		63	63
United Kingdom	615	5013	5628
United States	40546	38687	79233
Total	41161	44836	85997

Pledged	Total Projects	Goal	Total Backers
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Ctrl + Click to filter

Project Expectations in 2013

