**Kickstarter Report**

From the data, we can conclude Kickstarter campaigns are successful due to category. Music projects had a 77% success rate, making it the highest category to be funded. Theater projects had a 60% success rate and Film & Video had a 58% success rate. Users are more likely to fund projects with an entertainment value.

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| --- | --- | --- | --- |
| Category |  |  | % Successful |
| Music |  |  | 77% |
| Film and Video |  |  | 58% |
| Food |  |  | 17% |
| Games |  |  | 36% |
| Journalism |  |  | 0% |
| Photography |  |  | 47% |
| Publishing |  |  | 34% |
| Technology |  |  | 35% |
| Theater |  |  | 60% |

\* Data above assumes live projects will not be successes due to low live numbers.

The timing of the projects had little to do with success when we look at the yearly breakdown. Although 2016 shows a peak success rate, it also has the highest fail rate, meaning more users on the site does not translate to a higher success/fail ratio.

The above graph shows the success rates over a span of 8 years, regardless of category. We see a spike in users on the site from 2015-2016, but shows no correlation to a higher success/failure ratio.

Independent of category, we can see a general trend for any new project. The given data set does not include project duration, which looking at the data plays a major role in project success. Projects whose duration is 30 days or less are more likely to be funded.

When plotting whether a project was spotlighted or not, 100% of projects who were spotlighted were funded. This seems to play a major role in the success of a project.

The above bar graph compares spotlighted projects to projects not spotlighted. The true column shows spotlighted projects. The false column shows non-spotlighted projects.

Having an appealing name to the project could also play a role in how many donors are willing to fund a project. From a data standpoint, that will be hard to determine.