**Conclusions Regarding “Kickstarter” Data.**

**Seasonal Variability:** There seems to be some seasonable variability in the success/failure chart

Since United States projects comprise nearly 75% of the “Kickstarter projects, I think its safe to look at seasons in the U.S. as a reasonable cause in the seasonable variability. A strong uptick after tax season into early summer. Declines over “Vacation Season”. An uptick again before a sharp fall heading into “Holiday Spending Season”. The next chart shows just U.S. Data

This basically confirms the assumption that U.S. trends drive the global “Kickstarter” data.

**Theater is more popular than Technology and Music combined???**

Here we see the total number of projects, and number of projects successful for category Theater, outpaces Music and Technology combined. I must confess that other than having a general awareness the Crowdfunding sites exist, I knew nothing about them, as a result this finding was very surprising to me. I would have expected the Technology category to be by far the most popular. The conclusion inside the conclusion I drew was that, different Crowdfunding sites must “Specialize” in certain types of projects. Turns out this is correct, just a few minutes on a web search and turned up this article.

<https://www.inc.com/magazine/201306/eric-markowitz/how-to-choose-a-crowdfunder.html>

The article contains a detailed decision tree with the boxes containing different questions one would ask themselves when choosing a Crowdfunding site. There are three key questions in my view that lead the perspective project to “Kickstarter”. First, “Is it a company?” answering no leads you to “It’s a creative project that will bring my soul fulfillment but is unlikely to make anyone rich.” Finally, “Does it involve any of the following, Ecommerce, Apps-Social Networking, Medicine/Drugs/Energy Supplements or Cosmetics” answering in the negative leads directly to “Kickstarter”. So, while the data did not answer the question as to why Theater is a popular category at “Kickstarter”, it did provoke the question.

**Cheap is popular, expensive is not, but what’s in the middle?**

Economics necessitates that for any Crowdfunding site, though the scale may be different, data represented this way will have a similar curve. Less expensive projects fund at a high percentage while expensive projects fund at a low percentage. The middle, in this case, from 10,000 to 45,000 funding level, where success and fail rates are near equal is the most interesting area of the chart. There is plenty of funding available in this price range because half of the projects get funded. Between the projects that fund in that range and those that do not, the price cannot be the major determining factor. The middle range is where backers are heavily weighing the “Merits” of the project, they are looking for positive qualities in the project other price to make their decision.

**A note about Cancelled status**

Cancelled is just “Failed Lite”, looking at the above chart, the Canceled curve and the Failed curve are nearly identical. That suggests to me that projects cancel for the same reasons they fail. Cheap projects cancel rarely, expensive projects cancel frequently, and again in the middle, they likely cancel for lack of merit.

**Limitations:**

Because success is defined as meeting the funding goal, we have no direct data on the success of the projects themselves other than whether they met a self-imposed funding goal. Even though the funding was successful we cannot even know if the project was fully realized. Additionally, we do not know if the project made money, or paid its’ backers back. **This might be useful data for potential backers.**

Other than Category/Sub Category we don’t have enough data specific to each project, to evaluate the “Merits” of the project as mentioned earlier. **That might be useful data for an aspiring project launch**

We don’t know anything about the demographic data of who is funding “Kickstarter”, which might lend some insight into the “why” certain projects or categories of projects seem to outperform others. **That may be useful data for an aspiring project launch.**

Finally, as mentioned earlier, different Crowdfunding sites would yield much different funding curves vs. project type. **For both the potential investor and potential project, data for a broader view of Crowdfunding sites would be useful.**