**Kickstarter Dataset Report**

Kickstarter is an extremely popular and internationally adopted platform for crowdfunding projects of various sizes. Because it is so popular and so many projects are hosted there, we had a chance to investigate some of Kickstarter’s historical data to identify some hallmarks of successful and non-successful campaigns. The following are a few observations that may be helpful before embarking on your next Kickstarter project:

**It Pays To Be A Musician or a Thespian**

Looking for an almost surefire way to get funded successfully? Statistically, asking people to fund your next album is the way to go. As of 2017, **77%** of music projects were funded successfully, with the majority of those being rock or pop music projects. Although it comes in second with a 60% success rate, theatre projects were by far the most successfully funded category with **839** projects meeting or exceeding their funding goals as of 2017. Although both categories seem to produce more winners than losers, it is still important to pick the correct project. Theatre is particularly hit or miss, wearing the dual distinctions of both the most successfully funded projects on Kickstarter *and* the most **failed** projects by a wide margin. Music, too, is not immune from failures: as of 2017 all attempts at funding faith, jazz or world music albums ended on a bad note.

**Put Down The Microphone And Step Away From The Delivery Truck**

Audio journalism is very good at taking a deep dive into topics that most of us may be unaware of, but apparently it is very bad at attracting funding. Journalism projects on Kickstarter have posted a **100% failure or cancelation rate** as of 2017 and have only managed to gain **5%** of their collective funding goals. Food projects also, somewhat surprisingly, have great difficulty attracting pledges on Kickstarter with an equally anemic **80% failure or cancelation total rate**, and **100% of food truck and restaurant projects** failing to make an impression. There is one bright spot for food projects, however, with 85% of projects categorized as “small batch” completing successfully.

**Go Too Big And You May Go Home**

There are often stories on Kickstarter about projects that rise astronomically, meet their funding goals within hours or days and then go on to rake in much more than the original asking amount. This may cause some to be overly ambitious when setting their initial funding target, but the data shows that the most successful projects also tend to be the cheapest. As we stated before, music and theatre projects are the most consistently successful on Kickstarter as of 2017, and perhaps concomitantly **they also have the lowest average funding goals of approximately $4600 and $5400, respectively**. Across the board, in every category the data shows that the funding goal for successful projects is **80% lower than the funding goal for failed projects** on average and **98% lower than the funding goal for canceled projects**. Per the data, taking a conservative approach when planning out your funding target greatly raises your chances of a successful campaign.

**Data Limitations and Further Research**

The Kickstarter Data set included many useful fields that allowed us to attempt to begin to construct the parameters for a successful Kickstarter campaign, however, there are a few omissions that would make this set even more useful. The most glaring is the age of the data. The most recent entries appear to be from 2017, which is only 4 years ago, however, with the rapid evolution of user tastes and comfort level with digital platforms, I am curious to see if the trends identified in earlier sections still hold true with more modern data. Additionally, there is a field labeled “spotlight” that is not clearly defined. The projects for which this field is true have a 100% success rate, so it would be good to add this field into analysis of successful campaigns, but it is unclear exactly what it refers to. It would also be nice to see page view or unique page visitor counts for each campaign to begin to analyze if there is any link between the amount of traffic a page receives and campaign success.

In addition to potentially looking at page views against backer counts, I also think it would be interesting to see a table showing how successful staff picks or spotlights are per category. It would also be good to see if being highlighted in this manner has any affect on total and average funding as well as percent funded of campaigns.