Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome. To gather additional information and draw out further insights about Kickstarter campaigns, we assessed a database of 4,000 past campaigns (ranging from August 2009 to May 2017). Our objectives were to identify themes/conclusions about our Kickstarter campaign data, to identify limitations inherent in our data, and to hypothesize about the use of charts / visualizations to assist in the interpretation of data.

Upon review of the data for our selected Kickstarter campaigns, three conclusions were able to be drawn across the population of selected campaigns (again, ranging from August 2009 to May 2017):

1. The Top 3 Categories by count were ‘Theater’, ‘Music’, and ‘Film & Video’;
2. The Top Sub-Category by count was ‘Plays’; and
3. The Goal range with the highest percentage success rate was ‘<$1,000’.

**Refer to Exhibits A, B, and C for additional context.**

It is also important to note several limitations inherent in our data set, as one may wish to extrapolate these results to Kickstarter campaigns in-general, and potentially utilize the data to inform future action. The key limitation of this data set is that it may or may not reflect broader populations and may be less likely to do-so for future periods. Key considerations include:

1. Kickstarter was founded in April 2009, the data set reflects roughly the first decade since go-live, during which multiple confounding factors may have been at-play (*e.g.*, site design, user familiarity, etc.);
2. The data set covers a period of financial turmoil (dates from 2009 to 2012) which may impact consumer spending habits;
3. Each campaign may exhibit a high degrees of uniqueness which (depending on consumer preference), may impact success rates; and
4. The data set is not known to have been randomly sampled or otherwise obtained in a manner so as to preserve its ability to meaningfully reflect characteristics of the broader population.

Lastly, some thoughts on additional charts / visualizations that may be helpful include:

1. Displaying success rates for ‘Staff Picks’ to assess the impact of this classification on campaign success;
2. Similarly, displaying success rates for ‘Spotlight’ campaigns to assess impact of this classification; and
3. Comparing ‘Blurb’ character count and other considerations (perhaps using NLP) to success rate to see if the way the campaign is presented (the ‘pitch’) impacts success rates.

Exhibit A: State by Category

Exhibit B: State by Sub-Category

Exhibit C: Outcomes by Goal Range