Data comprise 1000 projects launched between January 9, 2010 and February 10, 2020. The majority (565) of these projects were successful. Fourteen projects are live. Three hundred and sixty-four projects failed, and fifty-seven were canceled.

Theater was the most common category of project. In terms of raw numbers, there were more successful theater projects than any other category of projects. However, when relative numbers of success are examined, theater projects were no more likely than other categories to be successful. In contrast, journalism was the least common category of project. In terms of raw numbers, there were fewer successful journalism projects than any other kind of project. However, all journalism projects that were proposed were successful. All four of these projects were in audio. This raises a possibility that backers may be relatively more receptive to audio journalism projects than other types of projects. However, it is unclear whether this trend would continue if more audio journalism projects were proposed.

Food and games projects appear to be relatively more risky than other types of projects. Approximately half of these projects fail, compared to an overall failure rate of 36%. All food projects are food trucks, while games are split between mobile games (62% failure) and video games (43% failure).

Across all ten years of data and across all categories of projects, there is a slight summer bump, whereby there are relatively more successful projects launched in June and July than in other months. However, it should be noted that this trend does not consistently appear across all years of data. For instance, 2012 has a dip in successful projects during summer months.

Projects that are successful and projects that failed may be differentiated by the number of backers. Successful projects have significantly more backers than failed projects. This raises the possibility that the number of people who have faith in a project is indicative of whether or not that project will be successful. However, it must be noted that the variability in number of backers of successful projects is larger than the variability in number of backers of failed projects. This is evidenced in both the standard deviation and interquartile range of each category of project. This raises the possibility that some successful projects may have a larger number of backers who each contribute a small amount while other successful projects may have fewer backers who each contribute a larger amount.

An additional consideration is the goal amount of money. There are a few “sour spots,” in which projects are less likely to be funded if they have a target goal of $10,000-$14,999 or more than $50,000. One possibility is that potential backers do not take projects as seriously if they need too little or too much money. It should be noted, though, projects with a goal of $1,000 to $4,999 are an exception to this, as they are more likely to be funded than to fail. Additional analyses could examine whether such trends of relationship between target goal and success hold true across categories of project.

Additional analyses might address factors such as how large donations are and whether this might differentiate between successful and failed projects, whether certain countries are more – or less – likely have successful projects, and whether or not a project being spotlighted is related to project success. Further analyses could address predictors of project cancellation status, as opposed to project success or failure.