

## KICKSTARTER

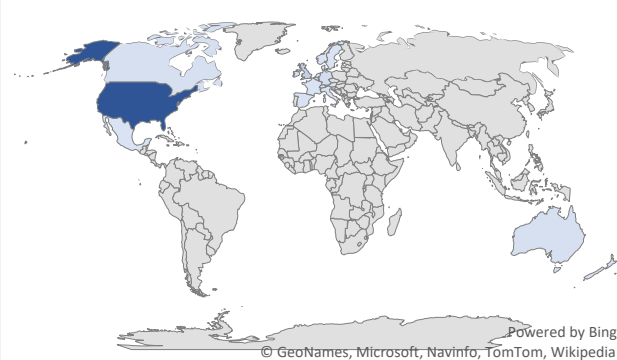
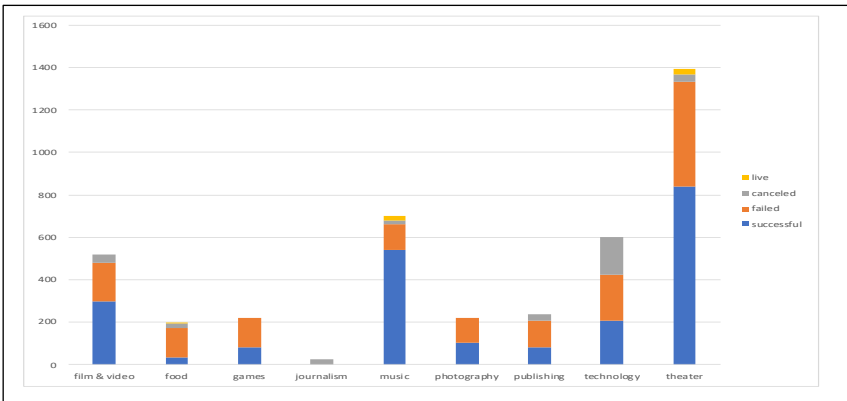
Analysis of 4000 past projects (2009 to 2017) in order to discover trends.

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### FIRST CONCLUSION

63% of all projects are art related.

Film & video, music and theater are the most popular categories; on the downside, journalism has no successful projects.



A total of 37k backers, 74% from the US; other countries like Mexico had only 12 projects; none of them successful; with only 106 backers.

### SECOND CONCLUSION

74% of all projects are from the US

With GB and CA in a far second place, and third place, the US accounts for most of the projects in the platform.

### THIRD CONCLUSION

Launching date is not a determining factor in project success.

Historically there are certain months of the year where more projects are created (December being the lowest).

Month	Successful Projects	Total Projects	Success Rate
Jan	147	299	49.16%
Feb	179	296	60.47%
Mar	179	314	57.01%
Apr	192	321	59.81%
May	233	385	60.52%
Jun	211	385	54.81%
Jul	193	386	50.00%
Aug	165	331	49.85%
Sep	145	293	49.49%
Oct	182	350	52.00%
Nov	180	331	54.38%
Dec	111	252	44.05%

#### \*DATA LIMITATIONS

- There is no way to measure ROI as an additional success indicator.
- There are some projects with a very low pledge goal (less than 100 USD); this outliers can produce irrelevant ratios.
- Backer's Country of origin, age or profile is unknown.
- Information from years 2015 and 2017 is incomplete.

### OTHER POSSIBLE TABLES AND GRAPHS

- Success HIT RATE by Category (Music beats any other category with a 77% hit rate).
- Success HIT RATE by Country (The US success hit rate is 75%)
- Graph that compares GOAL with STATE (higher goals are more likely to fail). This can also be a table.
- Add a column that subtracts End Date with Created Date in order to measure how quickly a project reaches its goal. Filtering only successful projects we could graph this amount of days versus goal (and this might tell us which are the most successful projects in terms of Goal and Time to reach that goal).