**Trends for startups to meet or exceed the projects initial funding goals**

In the research was included 4112 different KickStarter projects with different funding goals. Among those 4114 projects 53% were funded successfully, 37% failed, 8% were cancelled and little bit over 1% were ongoing. The data shows the most funded categories are “music” (77% successful projects), “theater” (60%) and “film & video” (58%). Category “journalism” and “food” are the least successful categories.



The analyzed data shows us that the most successful sub-categories with 100% success rate are: “classical music”, “documentary”, “electronic music”, “hardware”, “metal”, “nonfiction”, “pop”, “radio & podcasts”, “rock”, “shorts”, “tabletop games” and “television”. The parental category with the biggest number of successful subcategories is “music” with 60% successful subcategories.



The number of projects were not equally presented in each category, that’s why I converted the values to percentage. Same applies for sub-categories. There were also 50 projects that were still open for funding, but their result wouldn’t affect the data significantly.

On given data I would conclude that in order to get a successful funding for project, the goals shouldn’t be set too high. Analysis shows that less then 20% of the project with goal over 50,000$ was funded successfully in comparison to goal of less than 1,000$ where projects were successfully funded in over 70% of the time.

**Limitations**

We don’t have any demographic data for backers or how much money individual backer spent on funding project.

**Other possible tables or graphs that we could create**

We could also create tables for each parental category to get the correlation between stats and goal funding that would show us the trends of funding for each category. Based on that we could predict our success. To present the data I would use scatter plot charts.