KICKSTARTER

REPORTS

[July 2019]

# Summary

**Kickstarter, a US based crowdfunding company has successfully raised over $2billion for its launched projects in 21countries across 9 sector categories over 8years i.e. 2009-2017. Only a third of its projects database of over 300,000 has been successful in its funding bid. This report seeks to analyze a sample case of 4,000 past projects in an attempt to cover any hidden trend.**

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1.Conclusions

* The Theatre category has the highest success from the sample size
* Journalism category had zero success
* The ‘plays’ subcategory was mostly the contributing factor to the high success rate of Theatre

2. Limitations

* The sample size of 4114 out of a population of over 300,000 may not adequately tell the story
* The data does not adequately tell us the demographics of the backers. We cannot ascertain if the backers for a specific project entirely consist of the citizenry of the project’s originating country.
* The dataset also does not convey any initial requirements eg equity or downpayments, age & size of company, exisiting financials & turnover et al…all of which may be contributory key success factors for projects.
* The dataset does not factor currency exchange rates.

3. Other Tables & Graphs

We could create tables illustrating success status based on goal ranges as shown below

