**Background**

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organisations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success.

**Purpose**

To organize and analyze a database of 1,000 sample projects to uncover any hidden trends and provide a report on conclusions of what we can draw about Kickstarter platforms.

**Conclusion – 1**

The data shows the outcome from 7 countries and 9 categories.

57% of the projects were successful and met or exceeded the funding criteria. Due to the lack of donations and backers, 36% of the projects failed and 6% were cancelled. 1% of live projects were in Film & Video, Games, Photography, Publishing, Technology & Theatre.

The top three highest success rates were Theatre (33%), Film & Video & Music were equally placed at (18%) and Technology (11%).

Theatre ranked the highest in 3 outcome types, while Journalism ranked low, it was successful in obtaining funding.

**Conclusion – 2**

We expand our analysis from the parent category to the 24 sub-categories and determine the outcomes.

Plays has the highest and the most popular sub-category with a total of 344 Crowdfunding projects. It has a 54% success rate, a third failed (38%) and 1% live.

We can conclude Audio & World Music returned a 100% success rate.

**Conclusion – 3**

We can draw from our outcomes that successful projects were consistent from January to May & August to December ranging between 40 – 50. June and July hit between 50 – 60, with Theatre dominating the most projects launched.

Cancelled outcomes are consistent throughout the year and fall below 10% of the totals for each month.

**Limitations**

For this dataset, accessible and available information was limited with some gaps. For example, Location data (Country) is broad and omits demographic data.

The launched and deadline dates are indicative to Country only.