

Predictors of the amount raised for all four models

The resulting analysis found below acts as an indicator for the impact of a project's variables to the final amount of financial backing gathered during the Kickstarter campaign associated with that project. It should be stressed that the data covered span from the start of 2016 until the end of 2019 and all analysis is applicable to this dataset alone.

Results' Table

Variables	Model 1 All campaigns	Model 2 Goal \$10k+	Model 3 All Successful	Model 4 Successful \$10k+
Constant	7307.818 (498.2761)	18039.47 (1236.24)	29048.09 (1018.979)	60251.9 (3198.059)
timespan	69.33746 (7.57099)	-104.4684 (19.19565)	346.8741 (15.30633)	357.7153 (55.88466)
desc_length	32.84741 (3.012241)	26.28822 (7.887966)	61.69104 (5.338298)	43.42436 (18.24289)
staff_pick_num	27987.61 (288.1974)	41599.37 (612.5609)	24931.73 (410.982)	26781.33 (1039.542)
art	-11027.62 (389.8156)	-12374.9 (1163.616)	-41576.91 (824.909)	-55104.29 (2944.236)
comics	-11333.79 (458.7989)	-6669.474 (1451.635)	-42593.02 (867.3082)	-47429.08 (2882.509)
crafts	-11583.58 (591.3293)	-12874.72 (1847.075)	-41966.25 (1271.996)	-52149.96 (5644.347)
dance	-14884.5 (998.2215)	-20933.61 (3085.553)	-47986.21 (1655.865)	-74123.09 (6301.39)
design	18198.01 (418.0123)	38602.76 (871.0581)	-10349.75 (796.4828)	-9744.217 (1786.762)
fashion	-7822.846 (383.4504)	-6911.962 (848.5945)	-32951.75 (888.9052)	-40603.32 (2328.459)
film & video	-8984.013 (367.1902)	-9742.735 (775.0984)	-38364.41 (806.9625)	-53722.39 (1964.675)
food	-9766.178 (421.4578)	-13046.85 (786.1179)	-35505.14 (1016.549)	-55132.39 (2300.354)
games	6437.804 (359.3073)	22030.44 (794.8962)	-18461.52 (758.9005)	-5982.67 (1841.266)
journalism	-12935.39 (724.1621)	-15678.95 (1705.389)	-42393.37 (1941.965)	-51711.38 (5716.372)
music	-10535.89 (384.2622)	-10557.91 (978.1884)	-41968.44 (808.7517)	-60240.55 (2178.824)

Continued

photography	-11153.58 (617.3664)	-13344.63 (1584.824)	-40572.61 (1278.498)	-57647.08 (3623.2)
publishing	-11691.13 (387.3535)	-12557.92 (1000.634)	-43057.95 (819.7856)	-57343.92 (2327.364)
theater	-11759.41 (629.0803)	-13406.92 (1827.459)	-44111.94 (1133.443)	-62697.12 (3996.301)
R ²	0.1345	0.1911	0.156	0.1437
Adjusted R ²	0.1344	0.1908	0.1558	0.1429

Standard Error in parentheses

p<0.01 in all cases

Results' Analysis

Timespan

For successful project, timespan holds a positive relation to the amount pledged to the project. However, the results for the complete dataset are not as promising; timespan did not reflect to an equivalent amount of USD pledged to the projects. Therefore, it could be concluded that successful projects benefit greatly from increasing the projects timespan after the goal has been reached. This may indicate that a more modest USD goal could prove more beneficial compared to a higher, and possibly unrealistic, goal. This could be due to the fact that successful projects are better promoted through the Kickstarter platform.

Description Length

Even though the length of the provided description in projects indicates a positive relation to the financial support given to the project, the amount is not as significant as that of other variables. Therefore, it would be a good practice to provide a concrete description of the project, with enough details for potential backers to trust the project's validity and professionalism.

Staff Pick

Due to the increased visibility provided to a project, staff picks are increasingly likely to witness a substantial financial boost. This reinforces the importance of setting an achievable

goal, which also accurately represents the project's size, as these projects would potentially be more likely to be promoted by the platform.

Project Category

The project's category influences its scope and size. This leads to vast differences in the amount pledged to a project, depending on the category. Even though this indicates that a direct correlation between the amount pledged and the project's category would not be as meaningful, it is found that the model's 'hidden' category "Technology", together with "Design" and "Games" are the highest grossing categories. An explanation for this finding would be that projects in this category tend to be larger in scale and conducted in a highly professional environment, with realistic outcomes and processes. However, these findings should also be an indication as to the financial backing that can be expected for a project depending on these categories.