

ICO Analysis

- 20 marketing strategy features for 500 rows
- Features :
 - Youtube : Youtube channel, Existence of an ICO video, Video count on Youtube, View count , Subscriber count , Critic video made by youtubers
 - Social Networks : Existence of a Facebook, LinkedIn, Instagram, Reddit, Steemit, Medium account
 - Twitter : Existence of a Twitter account, Number of follower in Twitter, Number of following in twitter, total tweet , number of tweet during the ICO
 - Github : Existence of a Github , Number of Github repositories , Github repositories frequency, Number of Github commit
 - Existence of a website , Existence of a whitepaper
 - Number of events attended during the ICO period
 - A mark for integrity , team , vision , product , marketing , community , risk
 - Finance : Global variation of the ICO platform, Currency variation sum
- 500 rows balanced between successful or not ICO, successful meaning that the company raised more than 80% of what they aimed

Success

- Most of features are not crucial for knowing if the ICO is relevant or not. Still, the one having a high number of tweet or youtube view count are always successful. However, it is the contrary for events and github repositories : the ones with the highest number of this features appear to be not successful.
- Total tweet : More you have tweet, more chance you have to succeed. Still, companies which do not tweet a lot have as chance to succeed or not.
- View count : More you have view count on Youtube, more your company will be willing to succeed
- Event : More you are attending events, more your company will be willing to do not succeed

Twitter

- Follower x ICO tweet : If you have few followers it is better to tweet reasonably. However, if you have a lot of followers, you could afford to only put few tweets. Companies that are tweeting too much are likely to do not succeed
- Follower x Total tweet : If you have few followers, two ways to succeed : tweet a lot in order to have an active account - or have very few specific tweets. If you have an important amount of follower, it is better to do not tweet a lot and focus on specific content.

- Follower x Following tweet : Successful companies have a balance ratio between Follower and Following
- Follower x View count : Number of view count could afford to compensate a low level of follower
- Follower x Event : Companies attending too much events are willed to do not succeed
- ICO tweet x Total tweet : It is better to have a twitter account that keep focus on ICO subject
- ICO tweet x Number of people you are following : Companies that are reasonable are more likely to succeed. Accounts that follow to many people could be seen as trying to interfere with everyone in order to make contact

[Youtube](#)

- video count x critics video : Number of critics video done over your ICO company increase linearly with the number of video you posted yourself
- video count x event : it is better to create several videos and posted them on Youtube than attending events