

Kickstarter - Top Campaign Attributes

Title - Intro	Intro-About Kickstarter	Dataset	Data Wrangling	Data Wrangling - II	How long to run Campaign?	Top Successful Months	Top Successful Countries	Percentiles by category	Top Successfu..
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KICKSTARTER

What are the top attributes of a successful Kickstarte..



By Israel Spence

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KICKSTARTER

Kickstarter is a Public Benefit Corporation that provides a funding platform for creative projects. Companies or independent creative people use this crowdfunding platform to attempt to raise funds towards creating a project or service. In exchange for pledging different levels of funds, the creator will reward the pledger with a product or extra. This is typically the product with higher levels of pledges getting in-or-on product "Thank you" or additional items.

There are five rules to using the Kickstarter platform:

- 1: Projects must create something to share with others.
- 2: Projects and backer statistics must be honest and clearly presented.
- 3: Projects can't fundraise for charity.
- 4: Projects can't offer equity.
- 5: Projects cant involve prohibited items.

Projects have a set campaign length in days and a set goal amount in USD. If the project is fully funded within the timeframe it is successful, Kickstarter takes their cut, and sends the rest to the creative project owner. If the project is not fully funded within the timeframe it is failed and all pledged money is returned to the pledgees.

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[From Kickstarter Support Page](#)

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THE DEVASTATOR · UPDATED 3 MONTHS AGO

21

New Notebook

Download (35 MB)

Why Kickstarter Campaigns Fail?

Kickstarter campaigns dataset for analysis

Data Card

Code (0)

Discussion (0)

About Dataset

Most Kickstarter Campaigns Fail: Here's Why

A Statistical Analysis

About this dataset

Would you like to live in a world where over half of all Kickstarter campaigns are successful? We can make that happen.

By analyzing the data for different categories of projects, Kickstarter could see which categories are the most popular and adjust their website and/or marketing strategy to target those categories. Additionally, by using the data on successful campaigns, Kickstarter could attempt to replicate those campaigns that are most successful. Furthermore, Kickstarter could use this data to

Usability

9.41

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Expected updates

Never

View Active Events

Dataset from Kaggle - A data science website.

After reading through the description I wanted to understand what makes up the most common attributes of a successful Kickstarter campaign. This dataset shows only 34.5% of all campaigns succeed.

If most of them fail, doctoring our campaigns to hit the most common attributes could only help us become more s..

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[illegible]

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Using Excel:

Opened the .csv and gave it a look over.

Lots of columns and many of them aren't helpful.

Verified data types in columns I want to keep.

Looked for presence of empty/incomplete cells.

Drop some irrelevant columns like "day of week created".

Dropped columns that are only helpful in very specific situations

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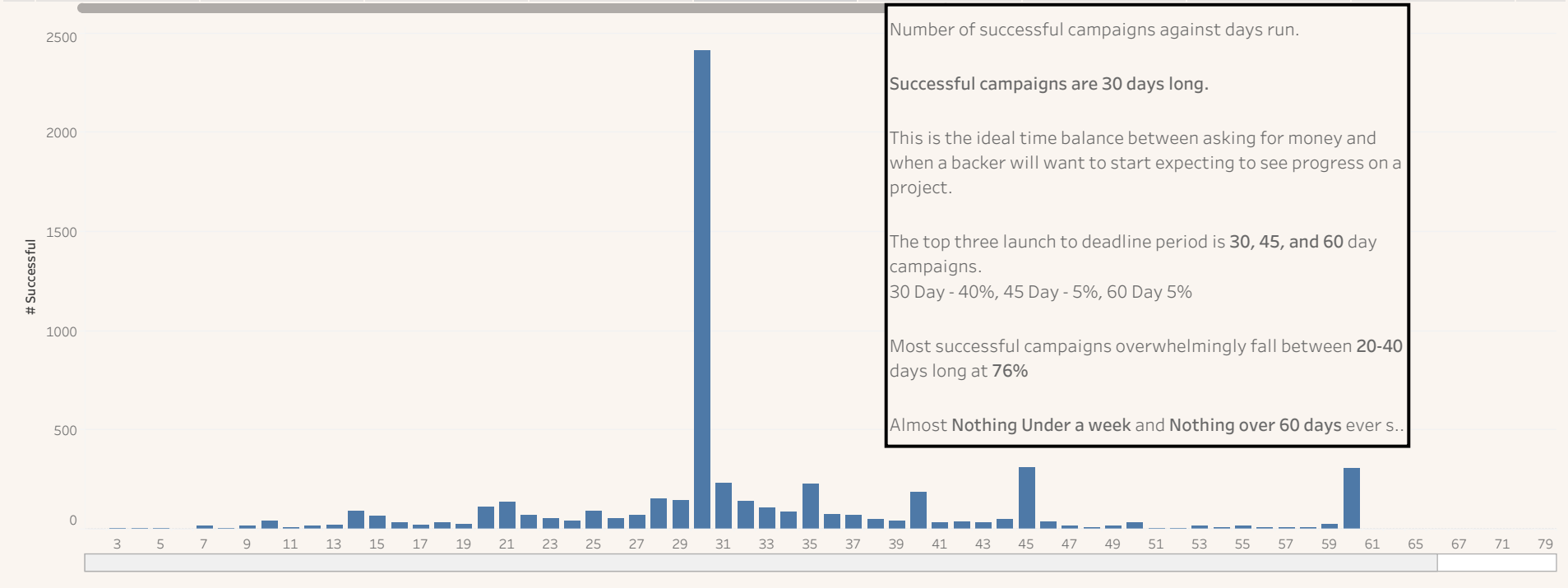
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#drop unnecessary columns
final2.drop(['id', 'id2', 'id3', 'id4', 'id5', 'id6', 'id7', 'id8', 'id9', 'id10', 'id11', 'id12', 'id13', 'id14', 'id15', 'id16', 'id17', 'id18', 'id19', 'id20', 'id21', 'id22', 'id23', 'id24', 'id25', 'id26', 'id27', 'id28', 'id29', 'id30', 'id31', 'id32', 'id33', 'id34', 'id35', 'id36', 'id37', 'id38', 'id39', 'id40', 'id41', 'id42', 'id43', 'id44', 'id45', 'id46', 'id47', 'id48', 'id49', 'id50', 'id51', 'id52', 'id53', 'id54', 'id55', 'id56', 'id57', 'id58', 'id59', 'id60', 'id61', 'id62', 'id63', 'id64', 'id65', 'id66', 'id67', 'id68', 'id69', 'id70', 'id71', 'id72', 'id73', 'id74', 'id75', 'id76', 'id77', 'id78', 'id79', 'id80', 'id81', 'id82', 'id83', 'id84', 'id85', 'id86', 'id87', 'id88', 'id89', 'id90', 'id91', 'id92', 'id93', 'id94', 'id95', 'id96', 'id97', 'id98', 'id99', 'id100', 'id101', 'id102', 'id103', 'id104', 'id105', 'id106', 'id107', 'id108', 'id109', 'id110', 'id111', 'id112', 'id113', 'id114', 'id115', 'id116', 'id117', 'id118', 'id119', 'id120', 'id121', 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'id677', 'id678', 'id679', 'id680', 'id681', 'id682', 'id683', 'id684', 'id685', 'id686', 'id
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- Using Python + RE, Copy, Numpy, Pandas
- Dropped more extraneous columns
- Checked for nulls - 1889 all in category col.
- Checked data types
- Dropped live, cancelled, and suspended campaigns
- Deep copy to protect original data
- Drop trailing numbers and zeroes from campaign length with map/lambda slice
- Copy source_url column onto null rows in category column
- Used RE and replaced all categories with proper naming
- Verify null fix
- Dropped source_url column..

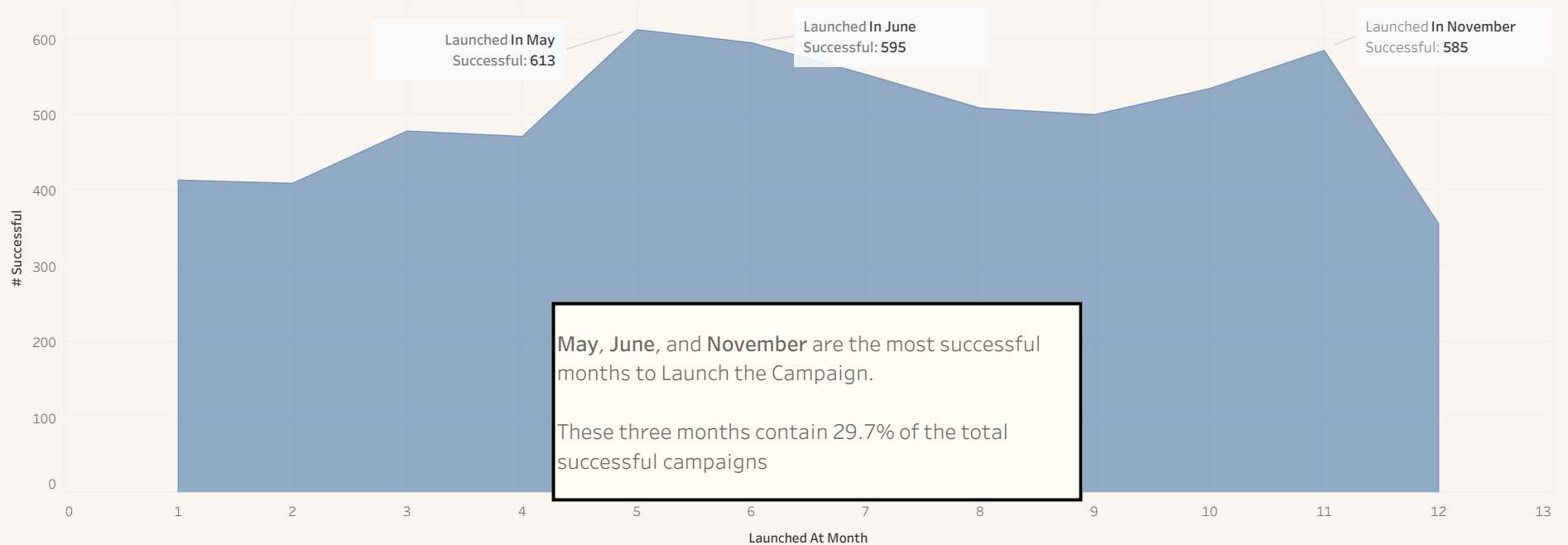
Kickstarter - Top Campaign Attributes

Tit le..	Intro-About Kickstarter	Dataset	Data Wrangling	Data Wrangling - II	How long to run Campaign?	Top Successful Months	Top Successful Countries	Percentiles by category	Top Successful by Category	The Staf..
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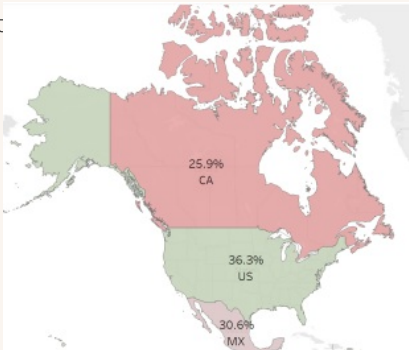
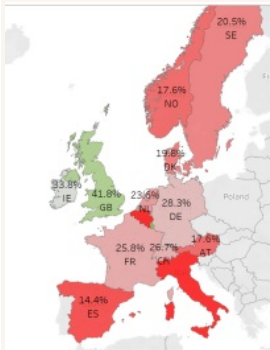
Top Successful Countries

Green > Red shows success rate

The Top Six Successful countries are Hong Kong, Luxembourg, Great Britain, USA, and Ireland.
56%, 50%, 41.8%, 36.3%, and 33.8% respectively.

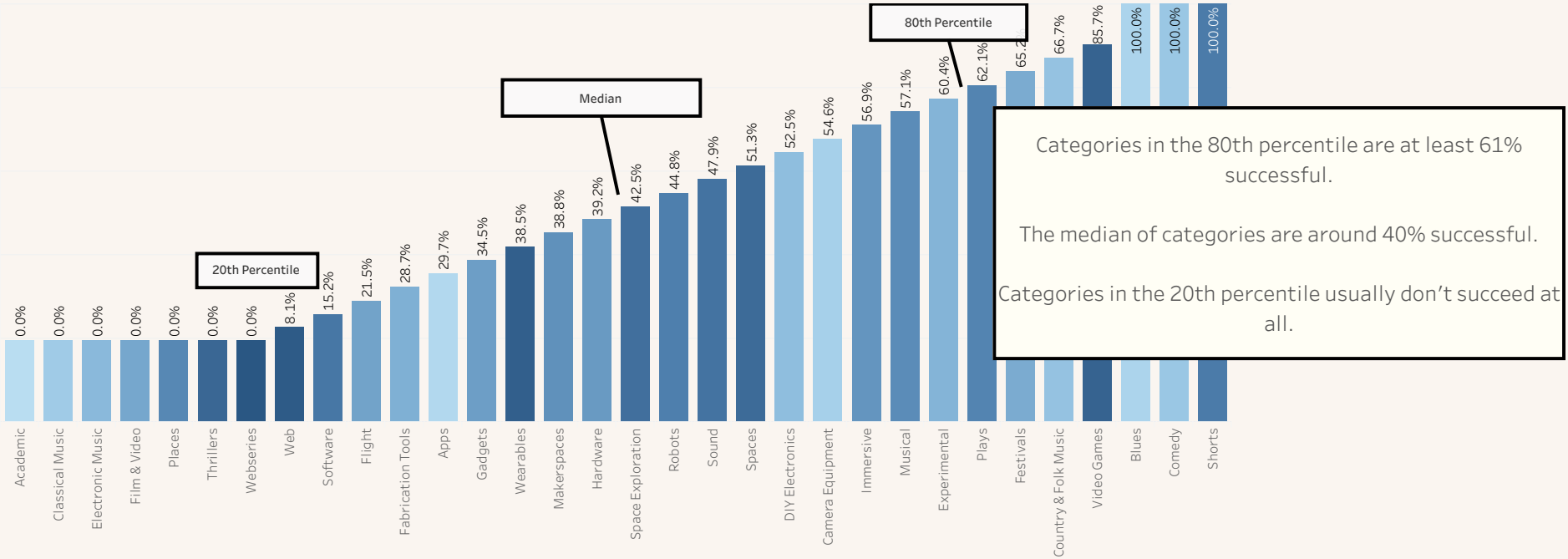
The Low six on this map are Belgium, Italy, Spain, Austria, and Norway.

English speaking nations typically do better than countries with a lower level of English-Speakers.



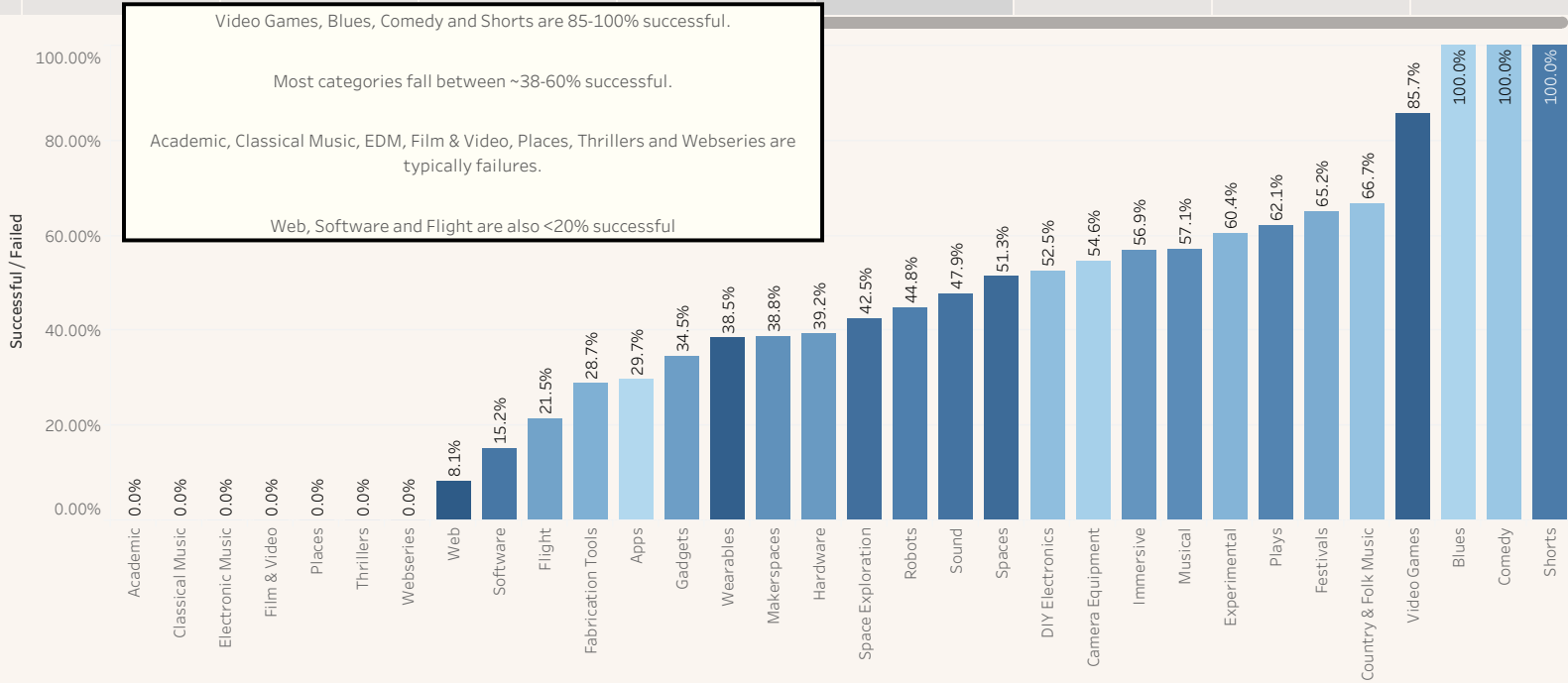
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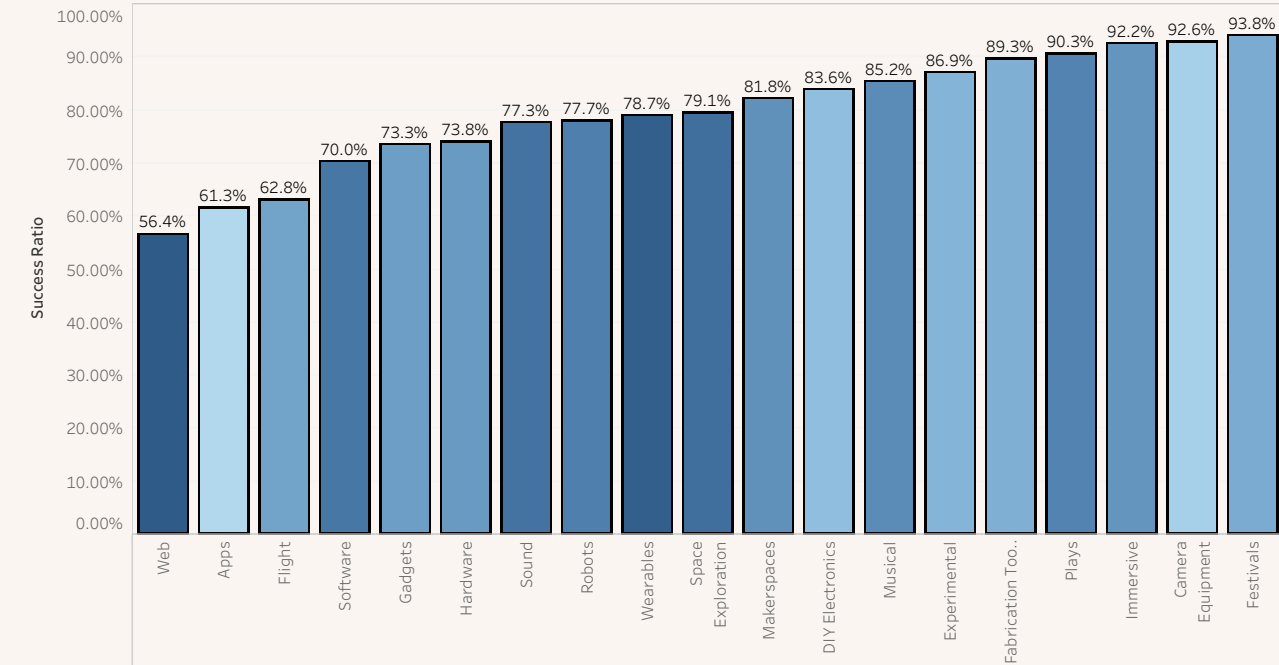
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How...	Top Successful Months	Top Successful Countries	Percentiles by category	Top Successful by Category	The Staff Pick Effect	Top Earners	Top Successful by Count	Average Pledge by Category	#2 Most important	#1 Mos...
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Success Ratio for each Category broken down by Staff pick only

Kickstarter calls these "Projects We Love"

The effect of being selected as a staff pick is very apparent. The majority of categories enjoy an **80%+ chance of success** after being selected as a staff pick. The median and average of all categories is around 40%!

Fabrication tools has a 52% increase in success rate.
Web has a whopping 48% increase.

So how do we become a staff pick? Kickstarter has a whole blog on it! See the tips copied from the page, below:

1. Start with a strong idea — and express it clearly.
2. Choose a compelling project image.
3. Put the essential information first.
4. Show, don't (just) tell.
5. Show your rewards.
6. Remember your audience.
7. And finally, don't spam.

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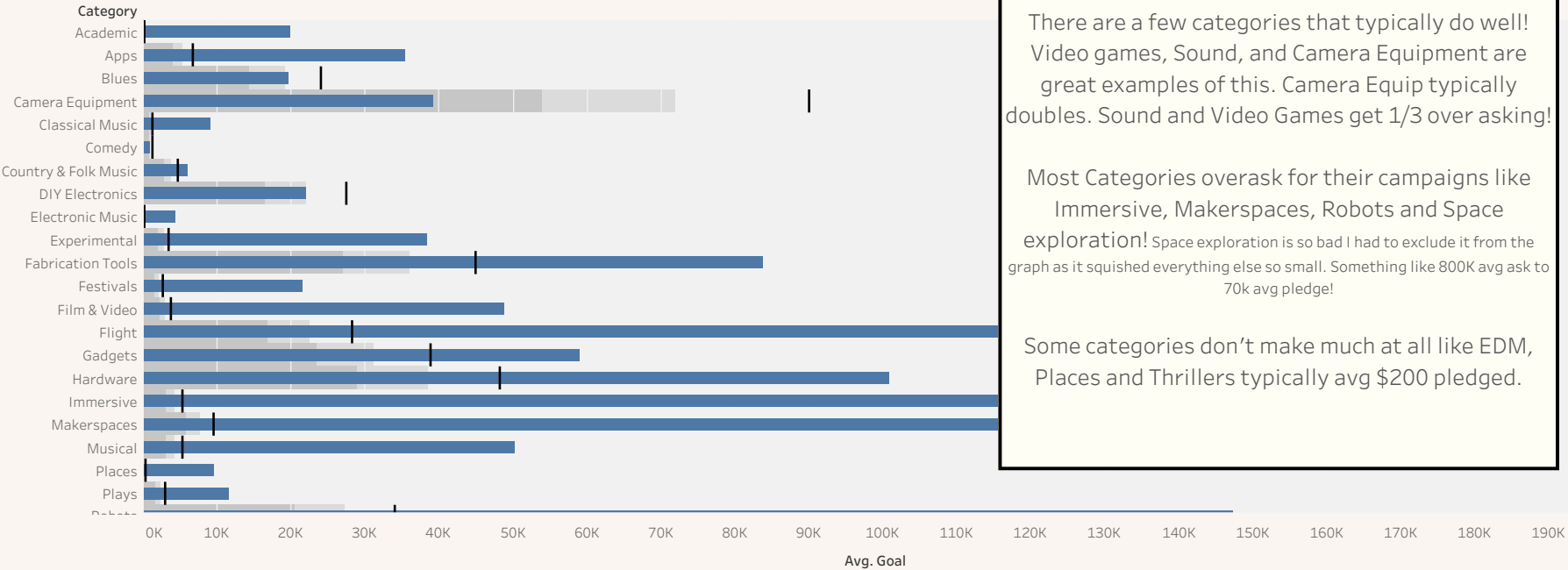
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There are a few categories that typically do well!
Video games, Sound, and Camera Equipment are great examples of this. Camera Equip typically doubles. Sound and Video Games get 1/3 over asking!

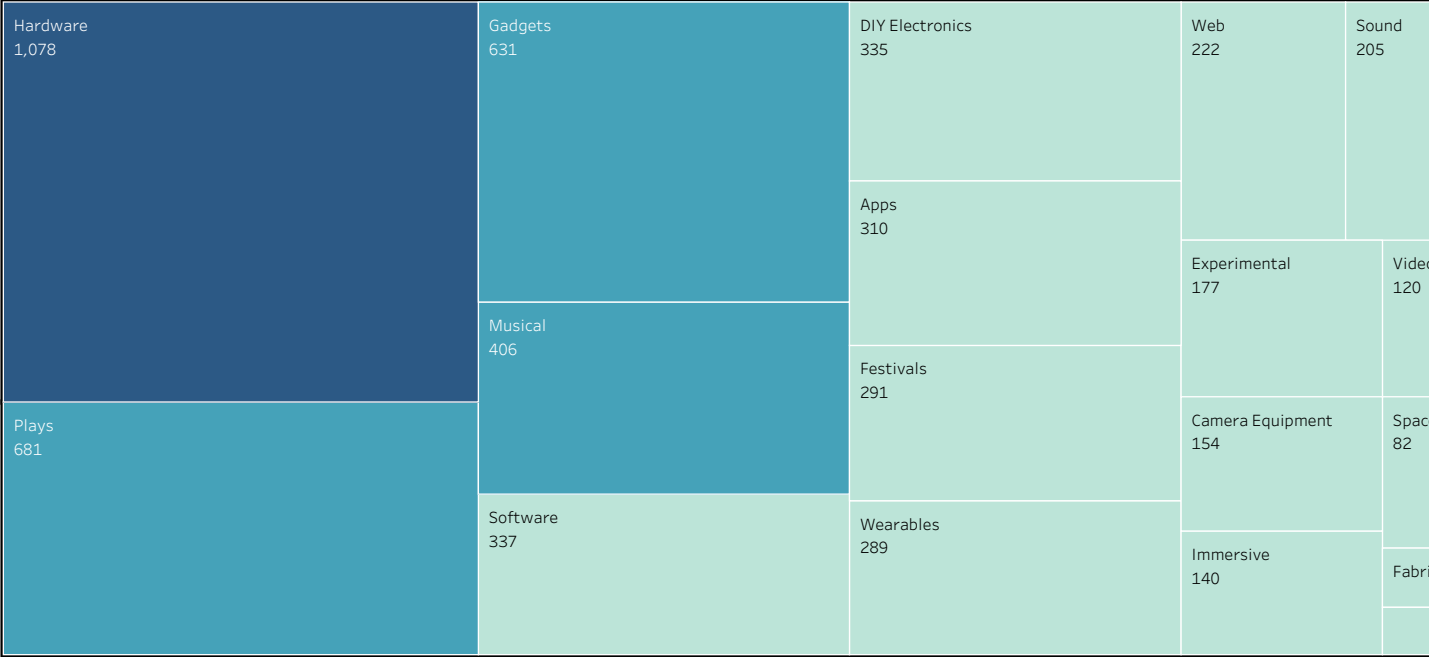
Most Categories overask for their campaigns like Immersive, Makerspaces, Robots and Space exploration! Space exploration is so bad I had to exclude it from the graph as it squished everything else so small. Something like 800K avg ask to 70k avg pledge!

Some categories don't make much at all like EDM, Places and Thrillers typically avg \$200 pledged.



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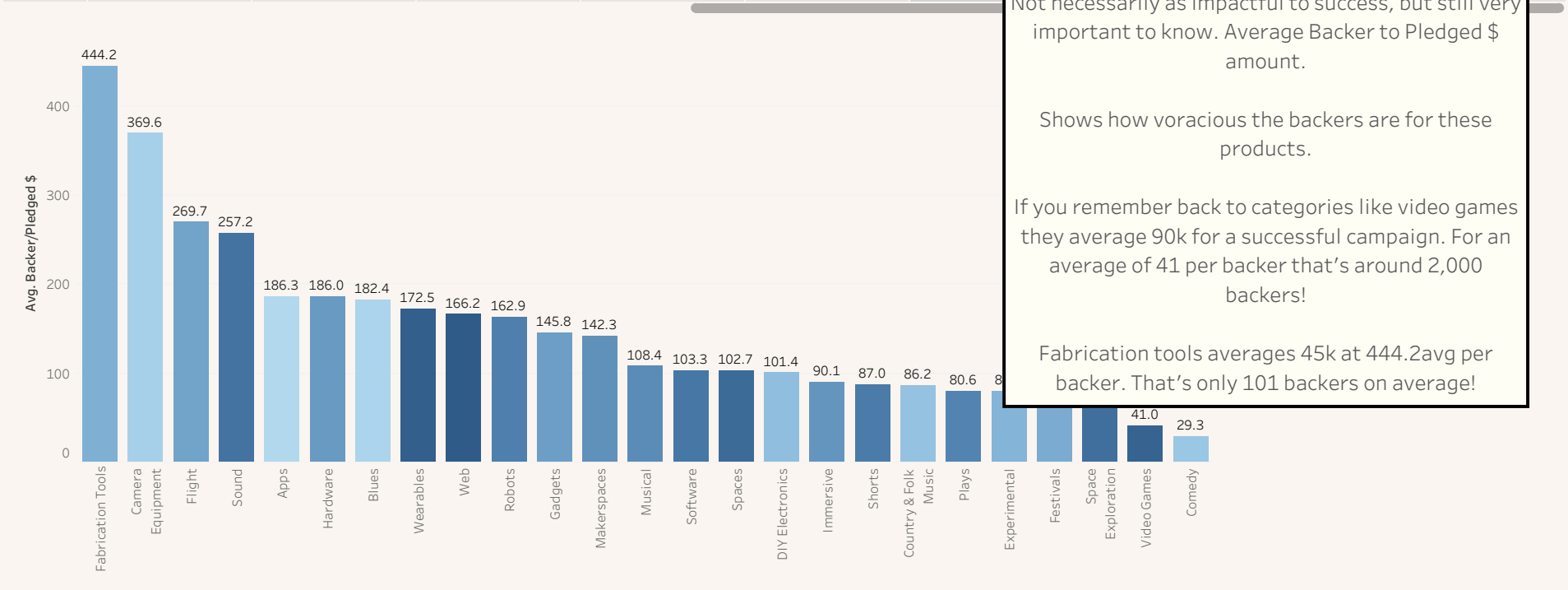
Helpful to realize market saturation within your category

These categories contain the number of successful campaigns in the entire 2009-2017 period.

Bottom right categories show:
Makerspaces - 66
Fabrication Tools - 50
Shorts & Country & Folk Music - 40
Blues - 18
Comedy - 1

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KICKSTARTER

Ok, so we have the most common attributes of a successful Kickstarter Campaign.

What else is important?

Your product or service.

This is **one of the most important items** in a successful campaign.

A great idea is the most impactful thing to generating more buzz, shares, backers, and total \$ pledged.

Ideas people are excited for succeed more than a comparatively mundane idea.

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KICKSTARTER

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The **most important attribute** of a successful kickstarter campaign:

YOU STARTED IT!

Even if your project doesn't fall in line with a top earner or top category, you can't succeed if you don't ever start.

You miss 100% of the shots you don't take. - Wayne Gretzsky, NHL Hall of Famer



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Most Successful campaigns have these attributes in common!

30 Days Long

Launched in May, June, or November

Launched from a country with high acceptance of English language or a common Website domain

Don't overask too far past average pledge for category (see average pledge by category)

Are not in Academic, Classical Music, EDM, Film & Video, Places or Webseries Category

Staff pick!

A great product!

Looking forward:

COVID Lockdowns and 2020 likely had an adverse impact on overall pledges. Rampant inflation in 2020-2022 also may adversely affect pledge levels.

Analytics is a continuous effort and historical performance may not always reflect future performance.