



KICKSTARTER RECOMMENDATIONS

Kickstarter Campaign Recommendations Based on Quantitative Analysis of Historical and Trending Data



Business items



Our company

A curriculum vitae (CV) template for Samantha Black, Sales Director. The CV includes sections for Personal Information, Education, Work Experience, Skills, References, and a Professional Statement.

SAMANTHA BLACK
sales director

EDUCATION

- WEB ADVERTISING SEMINAR
2015
University of London, UK
- GRAPHIC DESIGN CREW
2013
London Art College, UK
Leader of the group, lorem ipsum
- HIGH SCHOOL UNIVERSITY
2008 - 2014
Short description of the school and the responsibilities you had in this position.
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- SCHOOL TITLE LOREM
2004 - 2008
Short description of the position and the responsibilities you had in this position.

EXPERIENCE

2013 - 2016
Short description of the position and the responsibilities you had in this position.
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POSITION TITLE

2013 - 2016
Short description of the position and the responsibilities you had in this position.
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PROFESSIONAL STATEMENT

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REFERENCES

ELIOT BROWN
0028 01234 5678
eliot@mypage.com

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eliot@mypage.com

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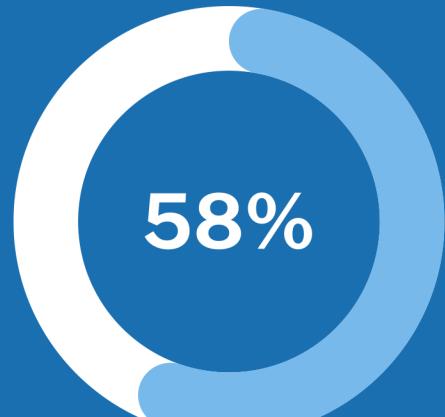
SKILLS

- PHOTOGRAPHY
- PHOTOSHOP
- INDESIGN
- WORDPRESS
- TIME KEEPING
- ORGANISATION

EXPERIENCE

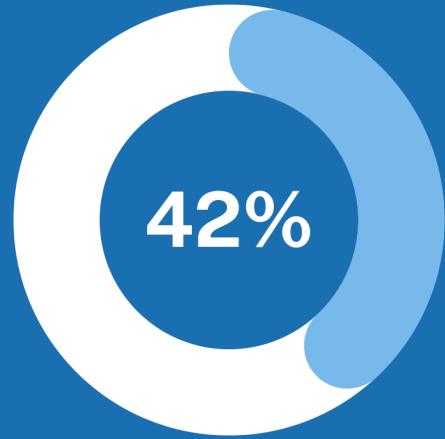
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SUCCESS RATE BY CATEGORY



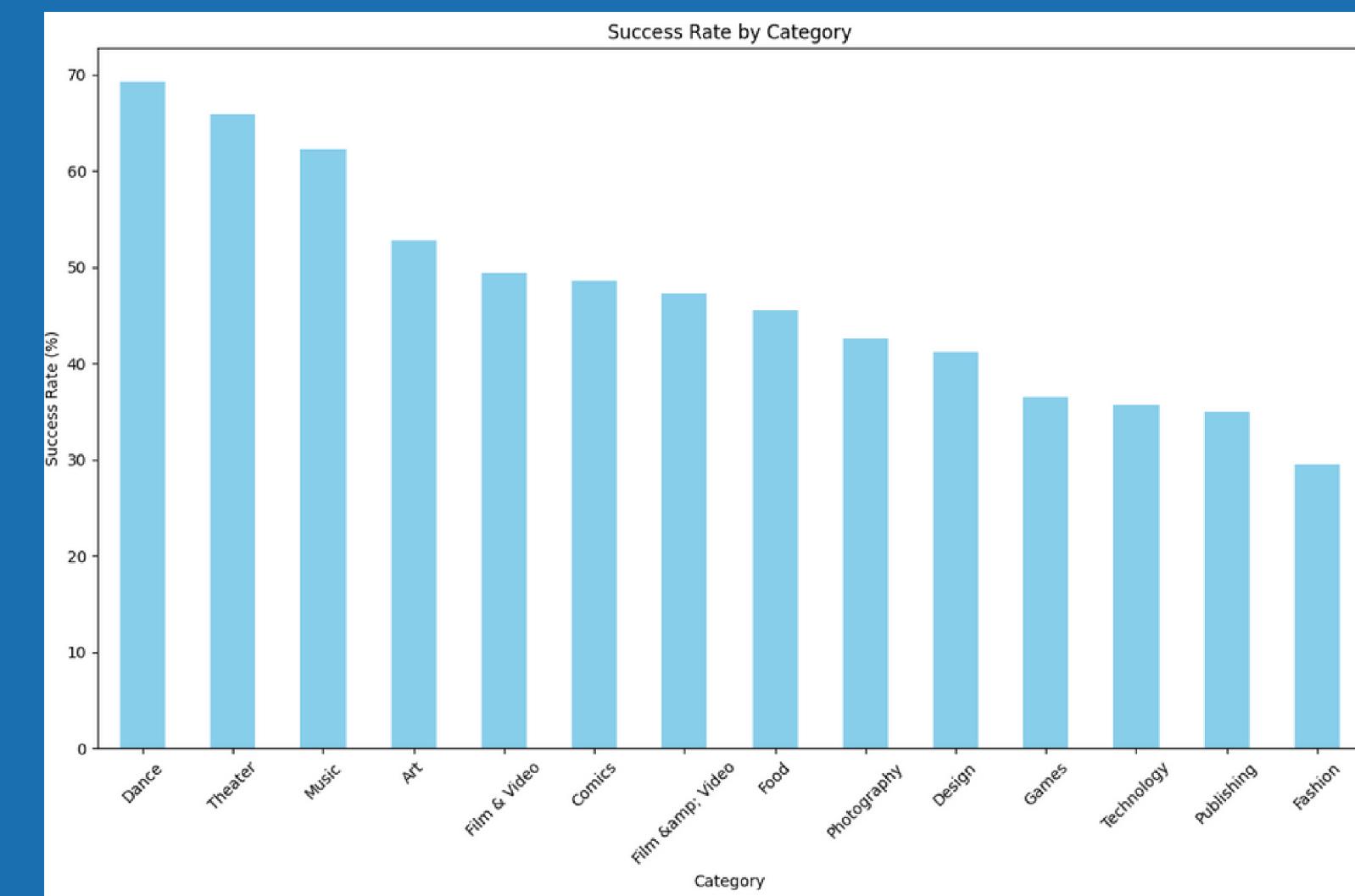
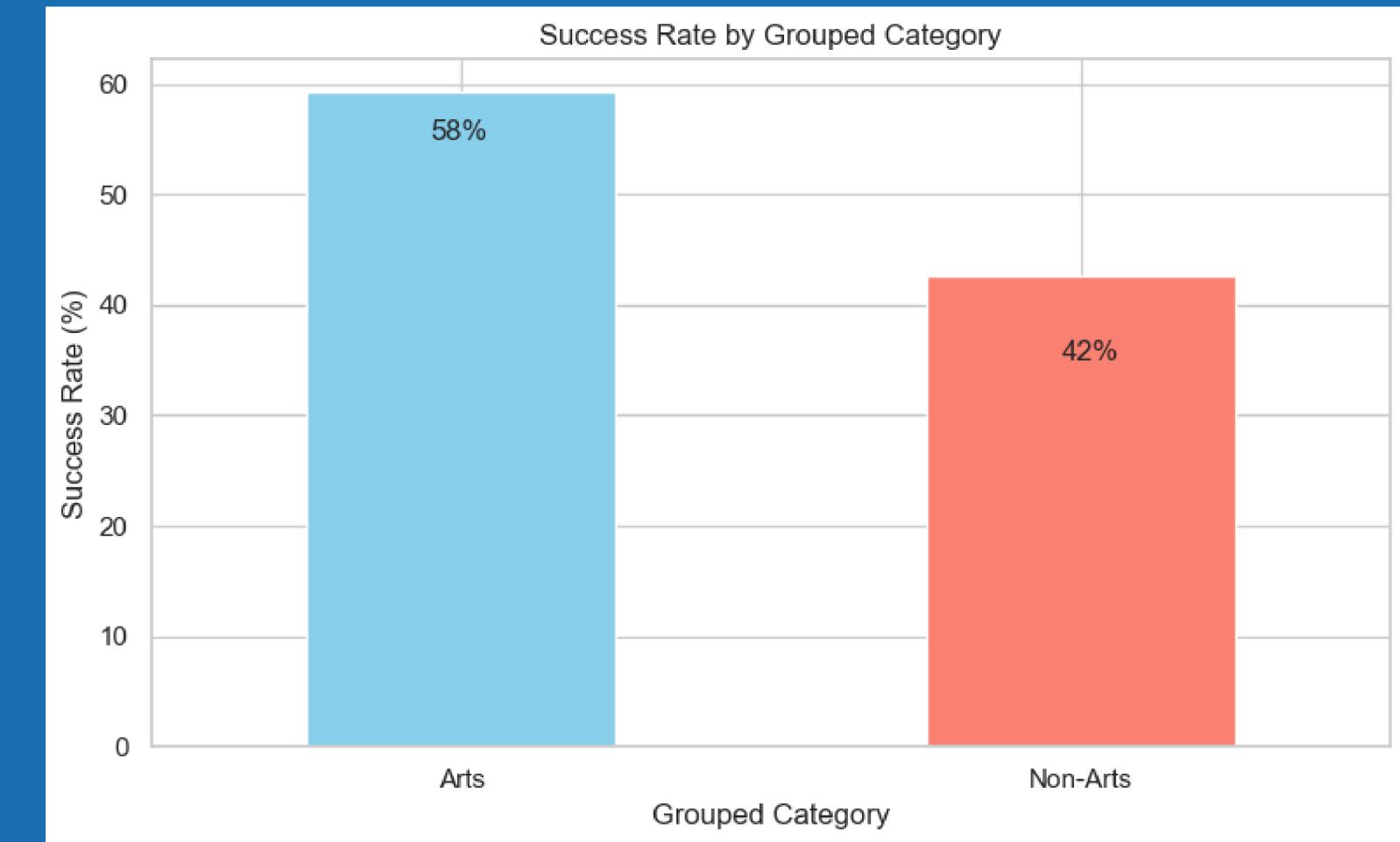
ARTS

ART, DANCE, MUSICS,
PHOTOGRAPHY, THEATER, FILM &
VIDEO



NON-ARTS

COMICS, FOOD, DESIGN, GAMES,
TECHNOLOGY, PUBLISHING,
FASHION



SHORT CAMPAIGNS HAVE HIGHER SUCCESS RATES.



INFERENCE

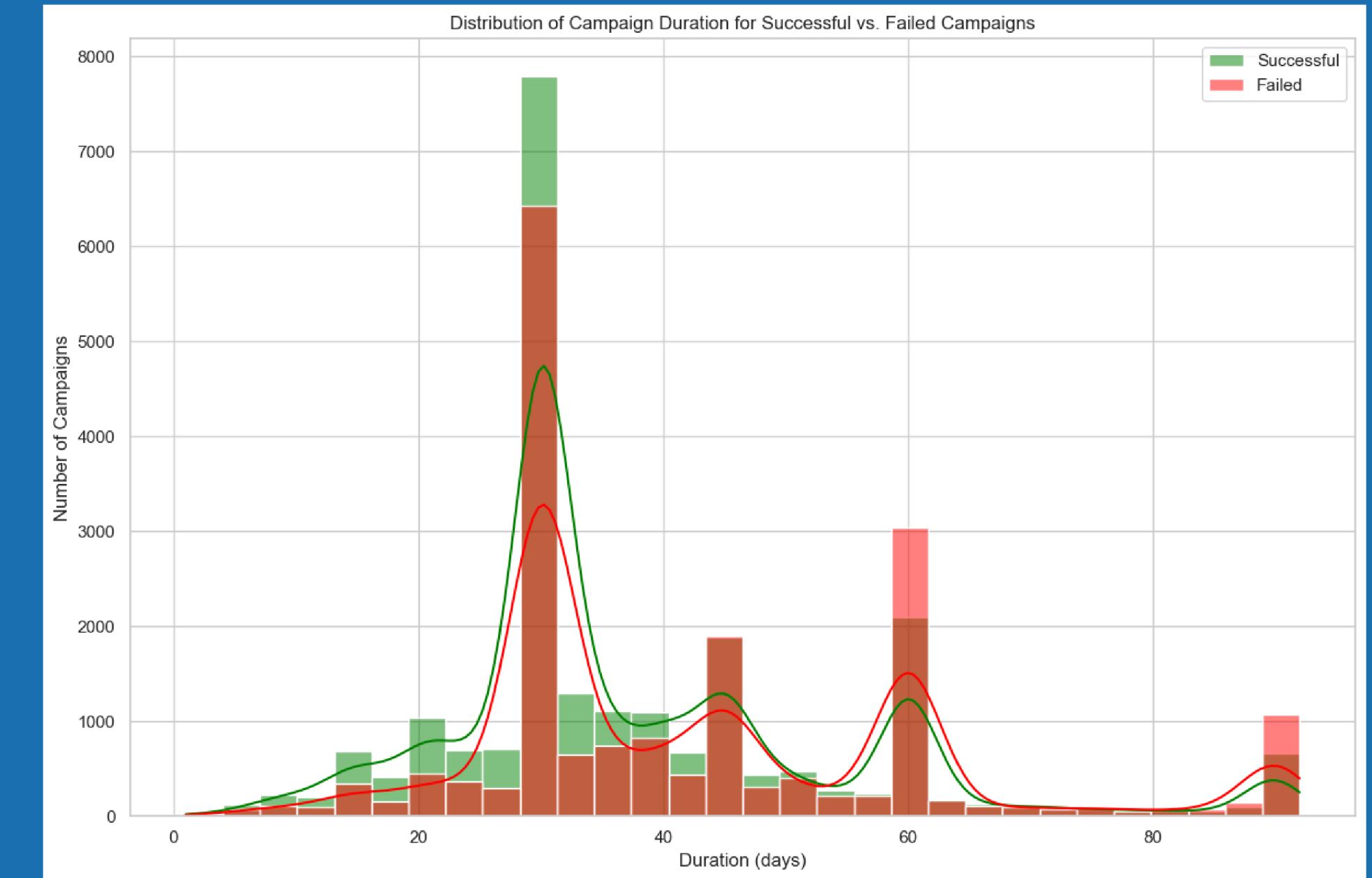
The data indicates that the most successful campaigns tend to have shorter durations.

Campaigns lasting approximately 50 days or longer exhibit a decline in success rates.



SUGGESTION

To motivate backers, create a sense of urgency and limit the decision-making time by keeping the duration short.



30 DAYS

OPTIMAL DURATION TIMEFRAME

Data suggest that campaigns that span 30 days have the highest success rate, as compared to any campaign that surpasses this duration, which has a greater likelihood of failure.

SUCCESSFUL GOALS VS FAILED GOALS

< \$6000

AVG: \$5483

Campaign goals that average under \$6000 are more successful.

> \$6000

AVG: \$16,350

Campaigns that average over \$6000 have a higher failure rate.



SUGGESTION

If your campaign requires a higher goal, consider dividing it into phases to keep it under the \$6000 threshold.

FINDING THE BEST TIMING FOR CAMPAIGN LAUNCH



AVOID SUMMERS, AND XMAS

The worst months are June, July and Decemeber



BEST MONTHS

The best months for campaigns are in March, April and November