

Kickstarter Analysis

Data Science Society

The Coolest Cooler



Focus

What concerns do creators face?

Focus

What concerns do creators face?

How is success defined?

Variable Aspects of Campaigns

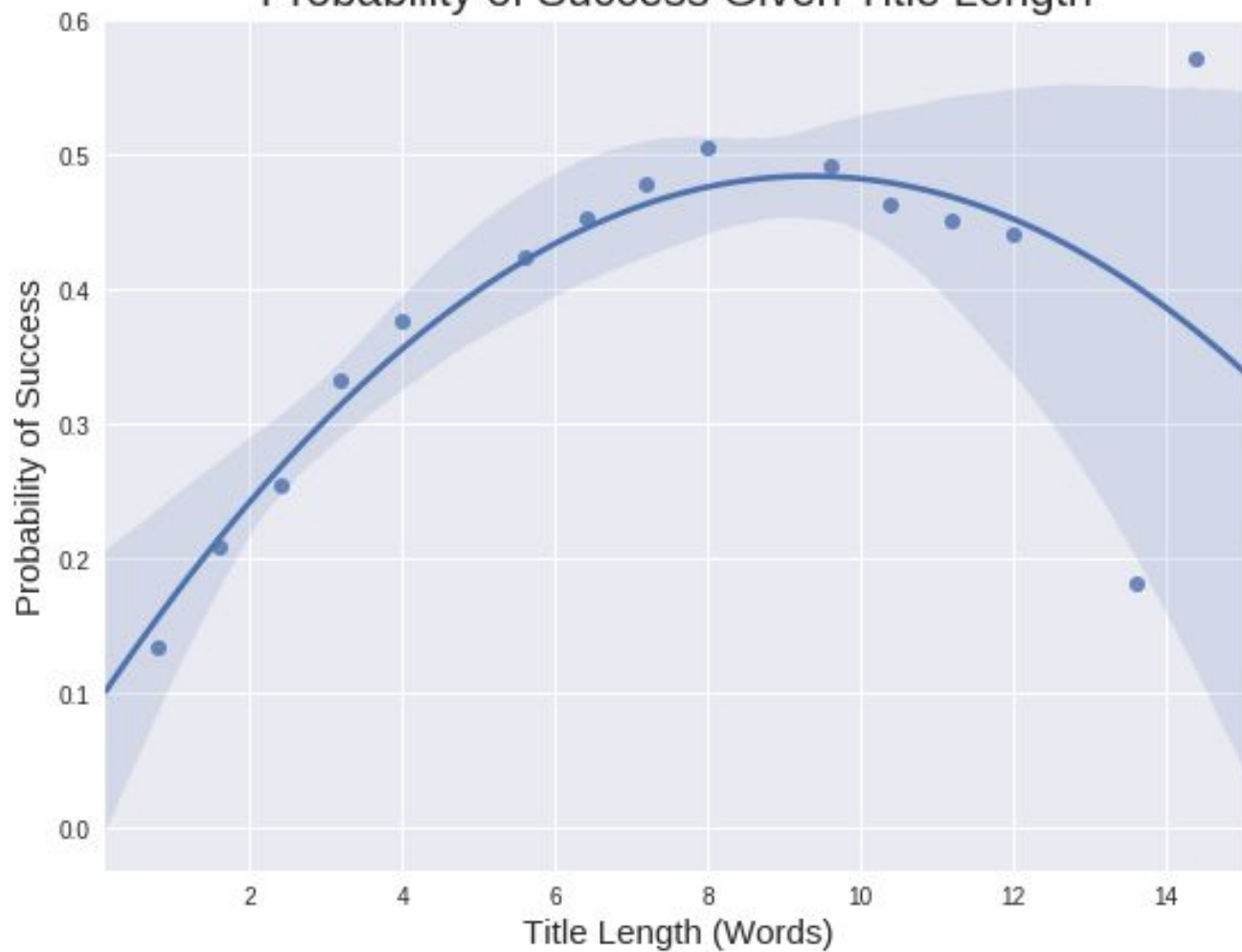
Title Length

Blurb Length

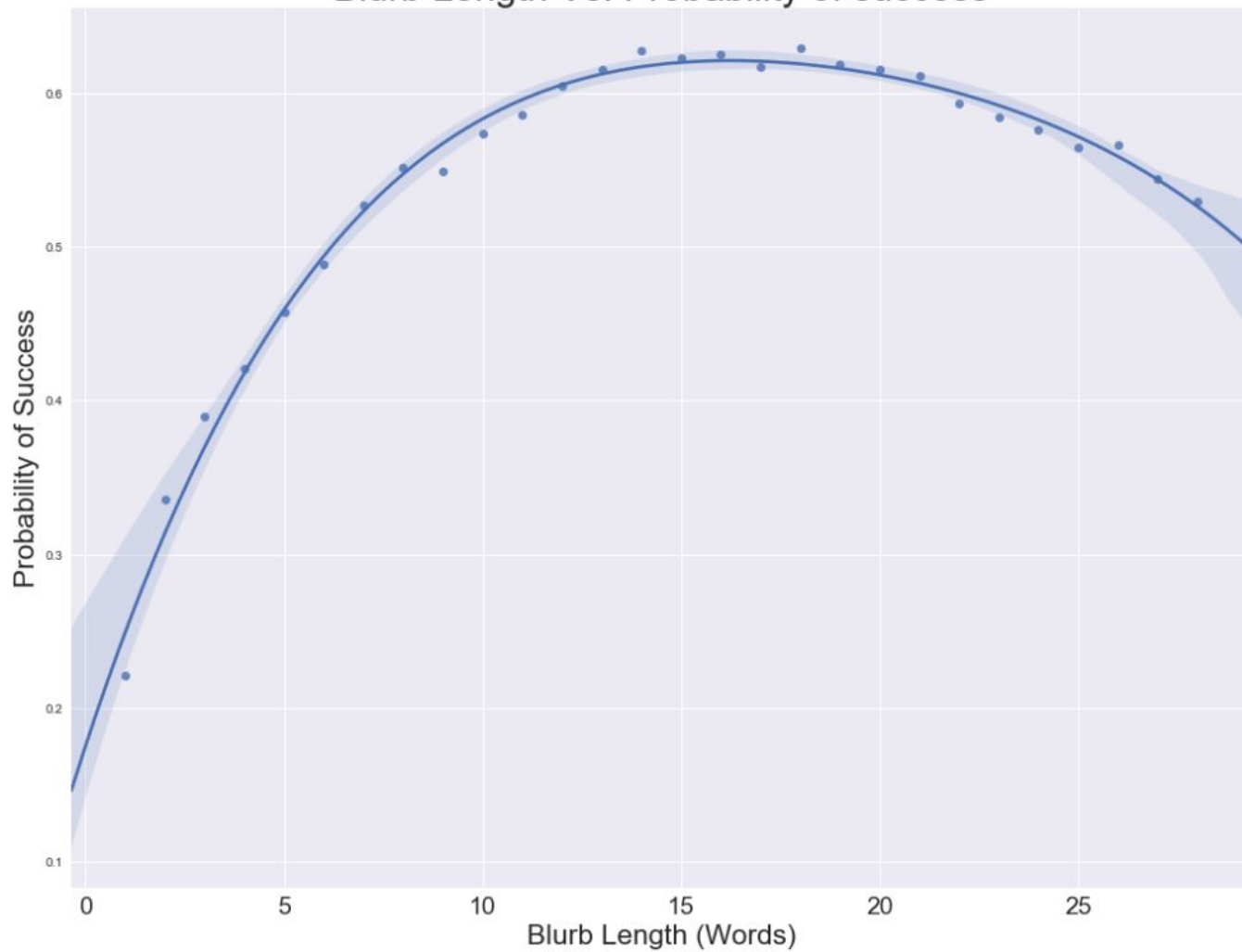
Duration of Campaign

Goal Amount

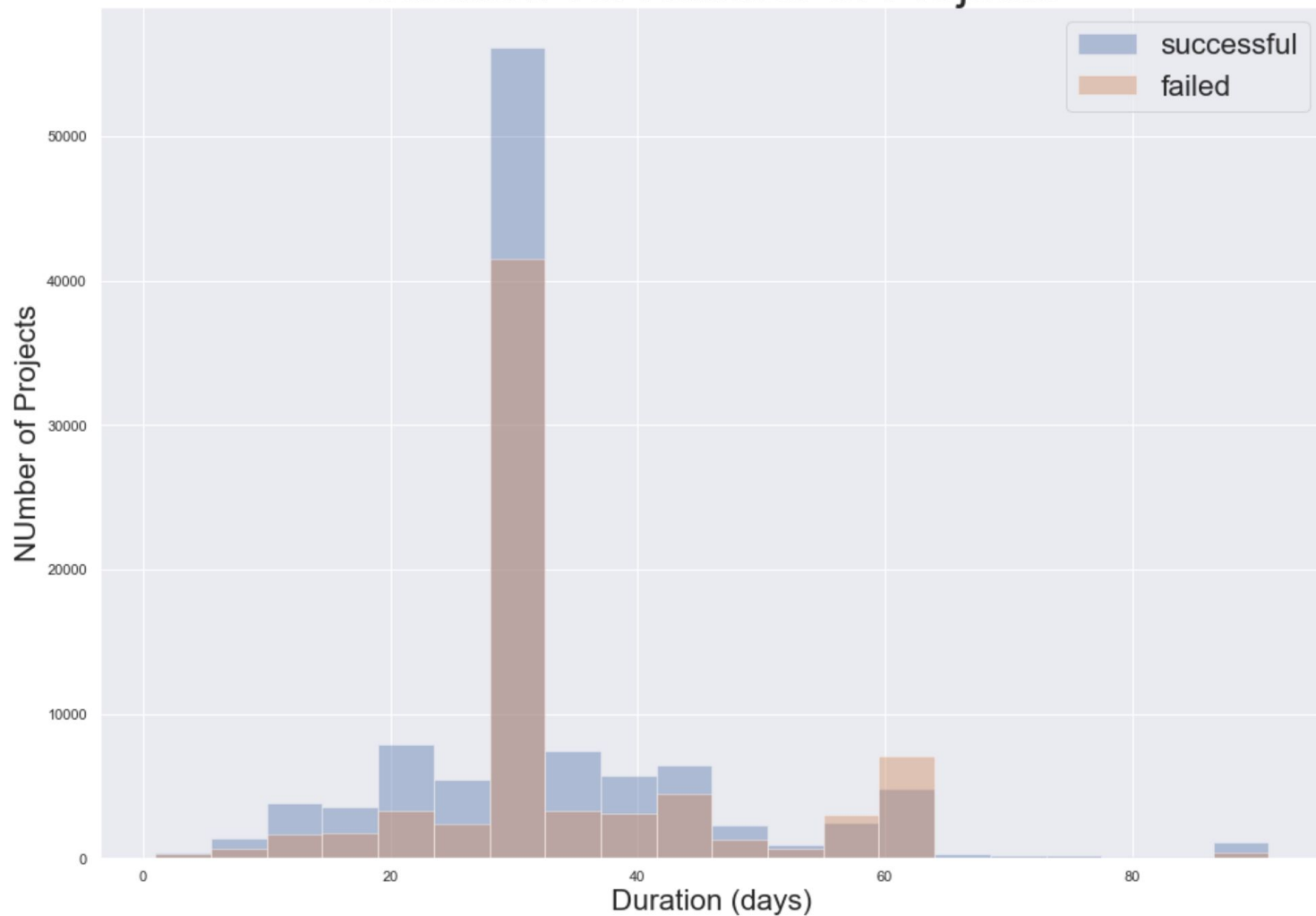
Probability of Success Given Title Length



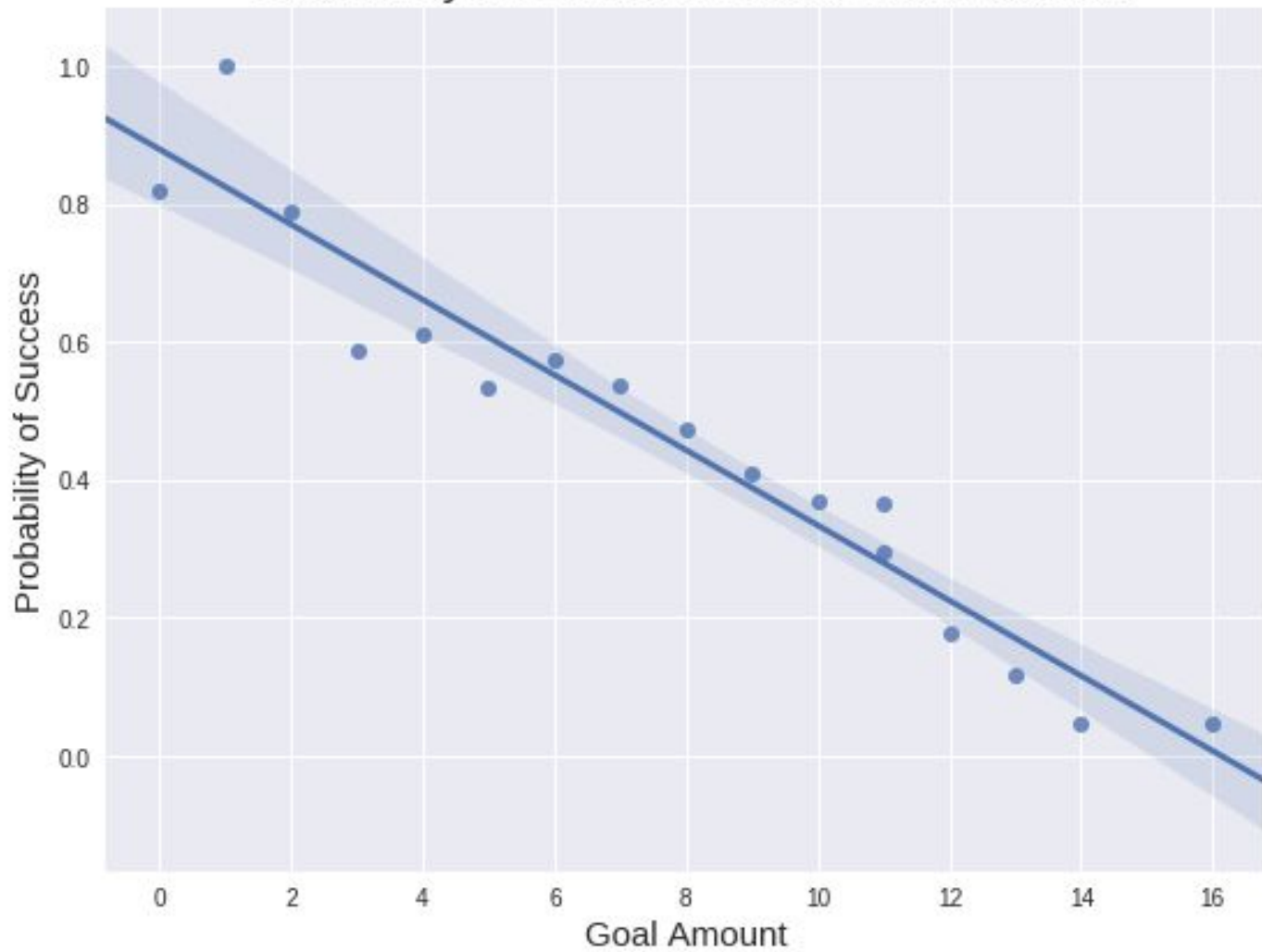
Blurb Length Vs. Probability of success



Duration vs. Number of Projects



Probability of Success Given Goal Amount



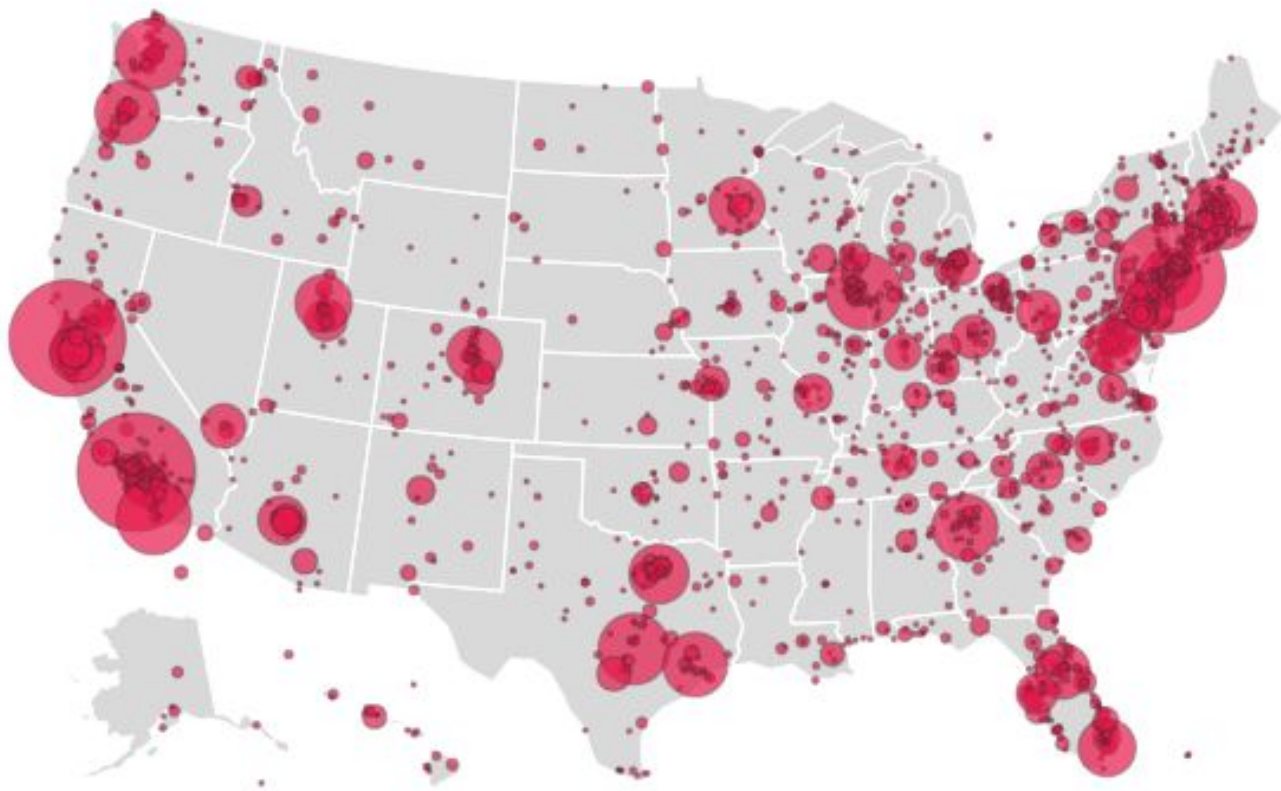
Fixed Aspects of Campaigns

Location

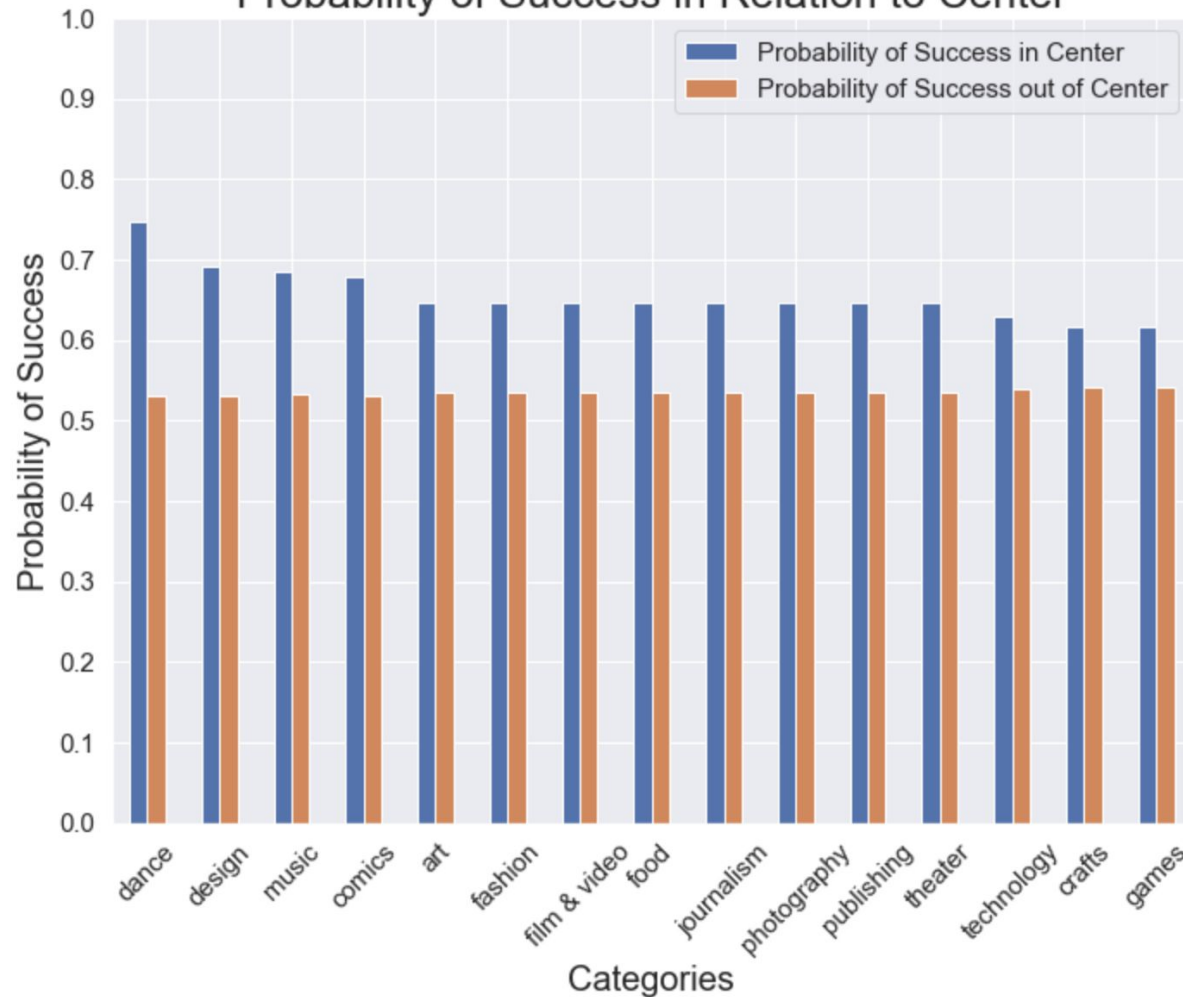
Staff Pick

Category

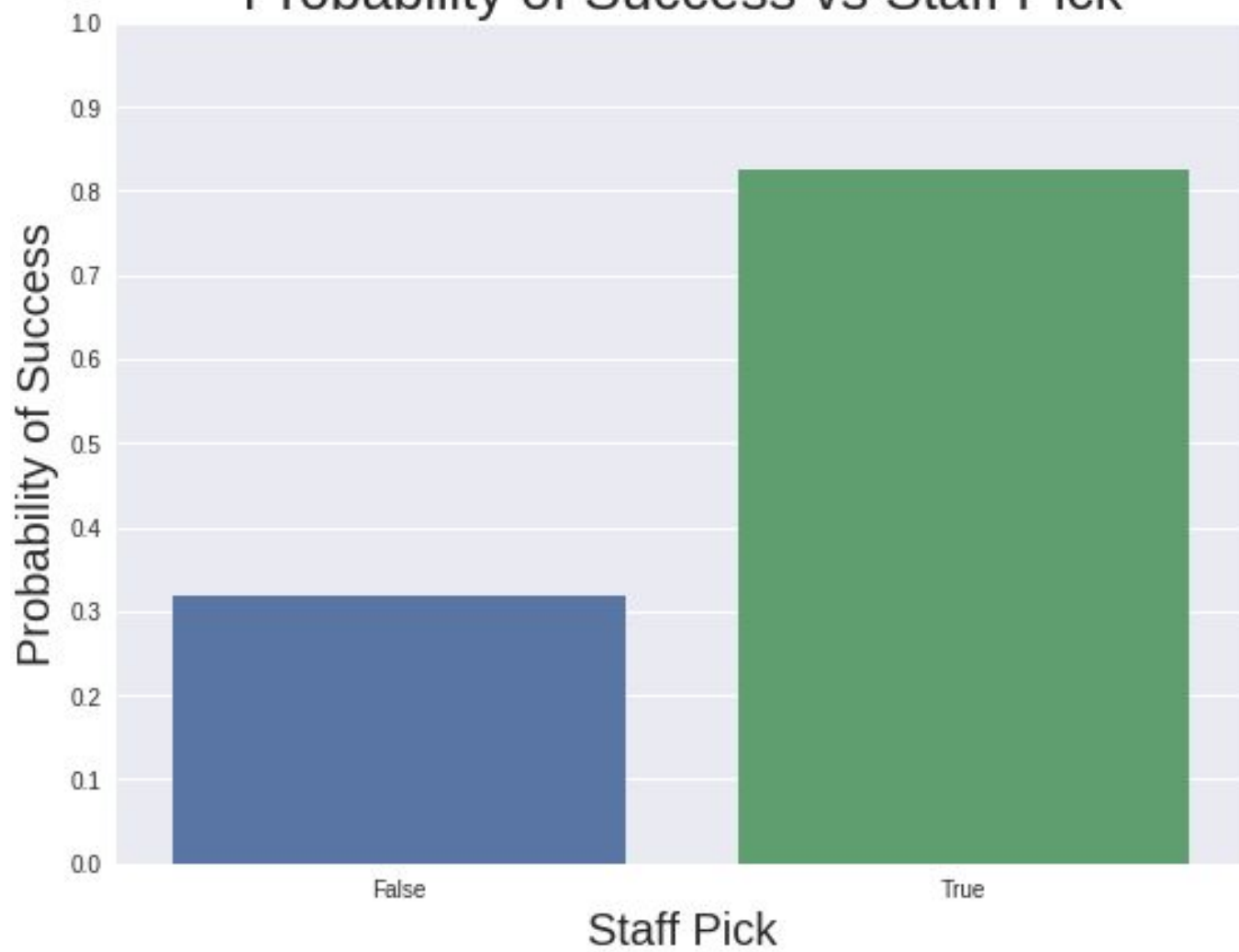
Category Counts By City
(Click legend to toggle traces)



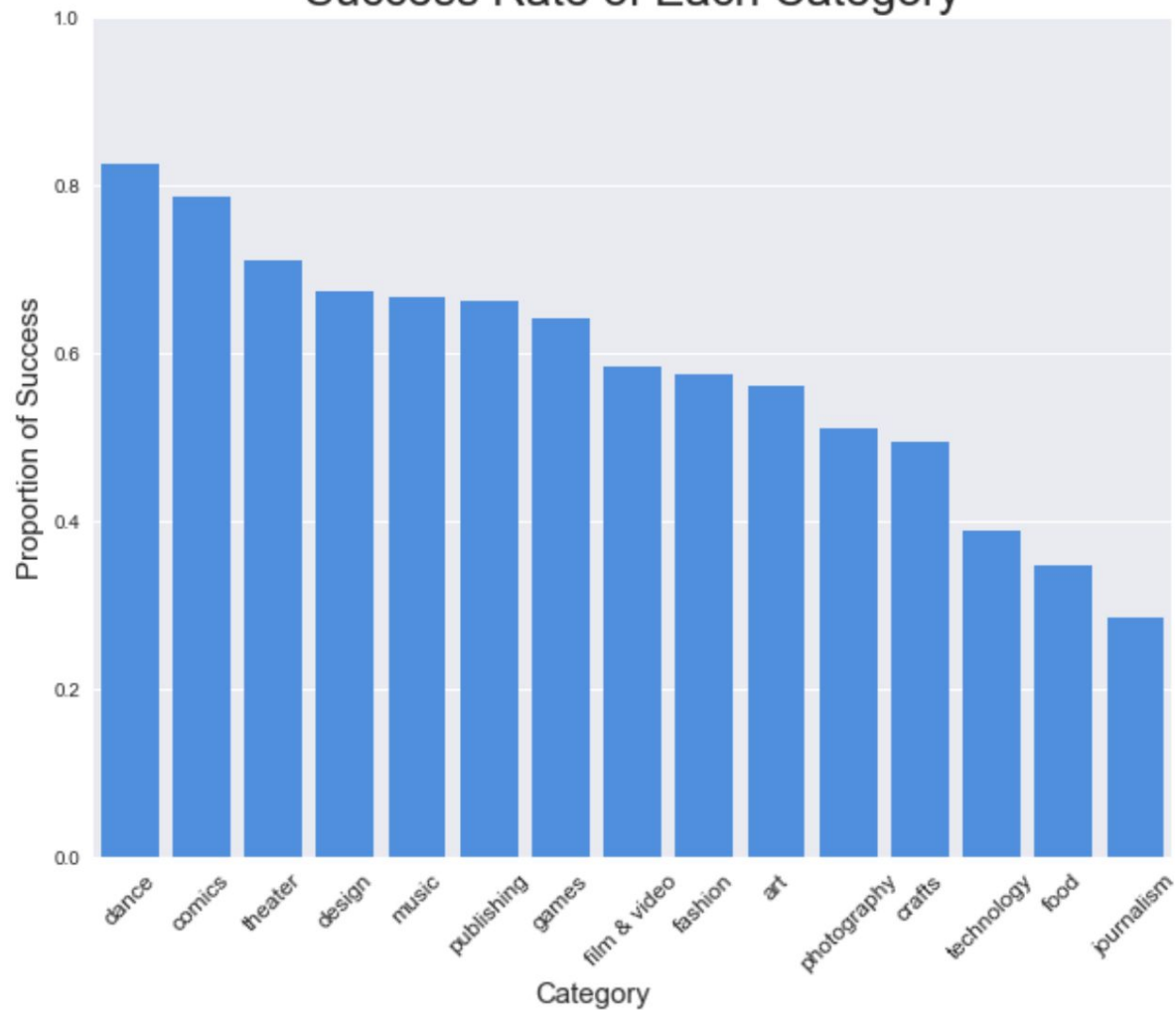
Probability of Success in Relation to Center



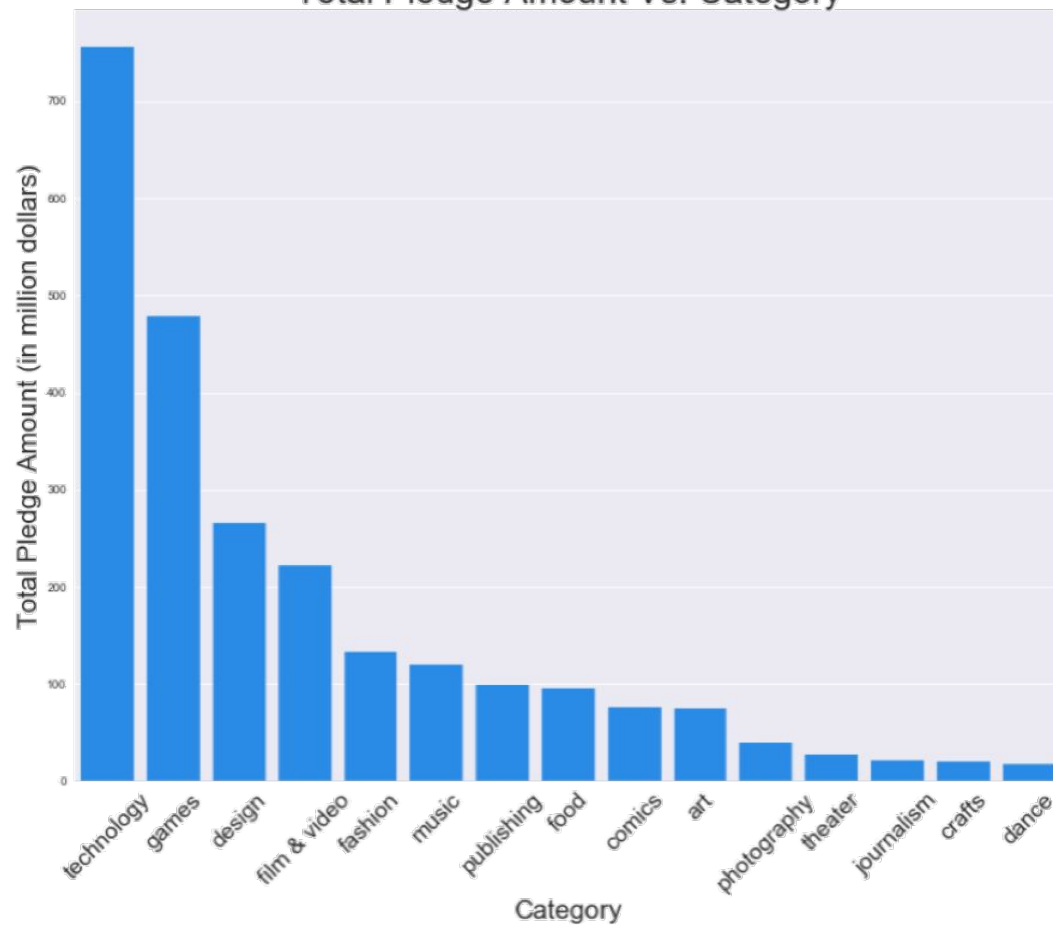
Probability of Success vs Staff Pick



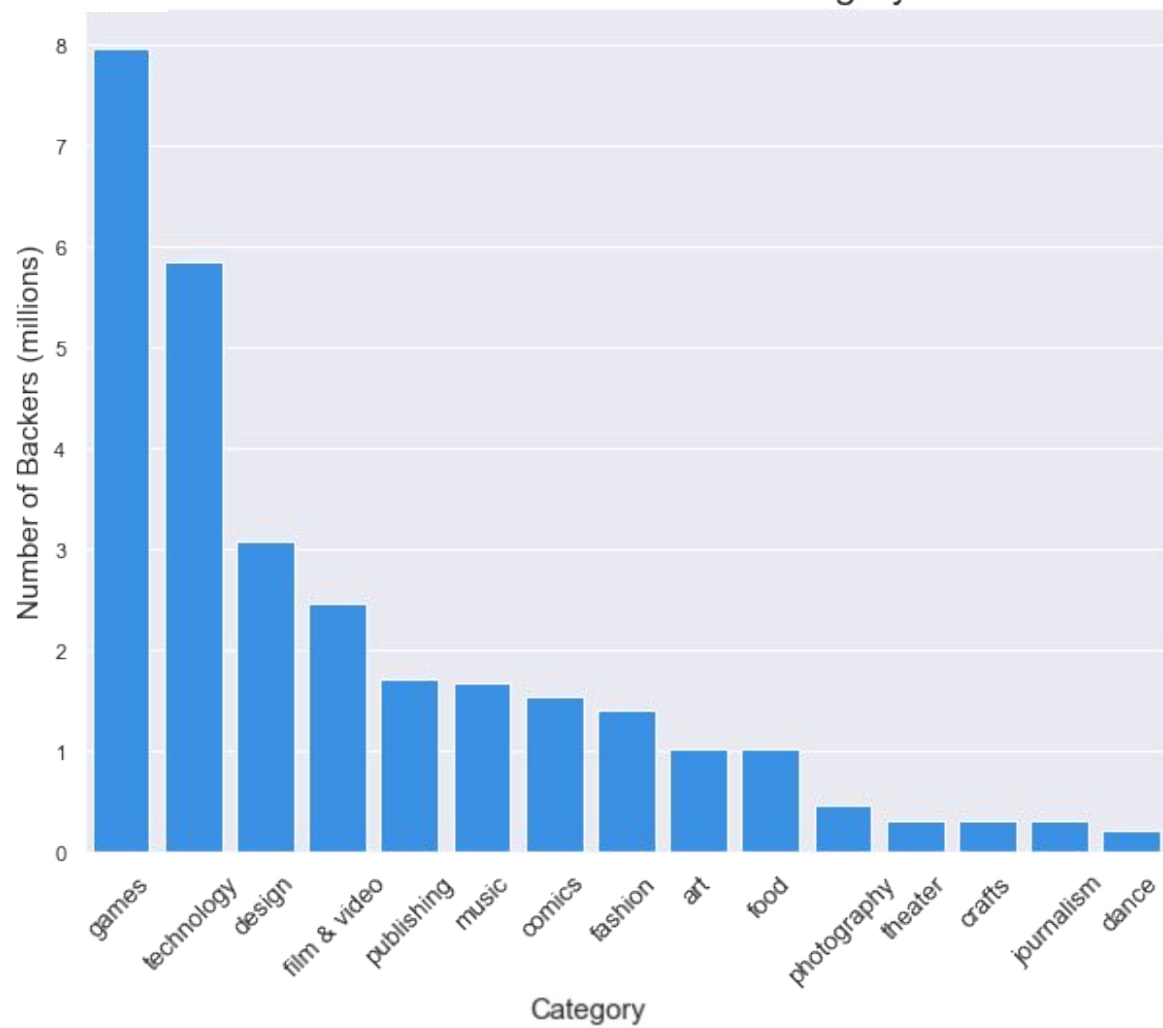
Success Rate of Each Category



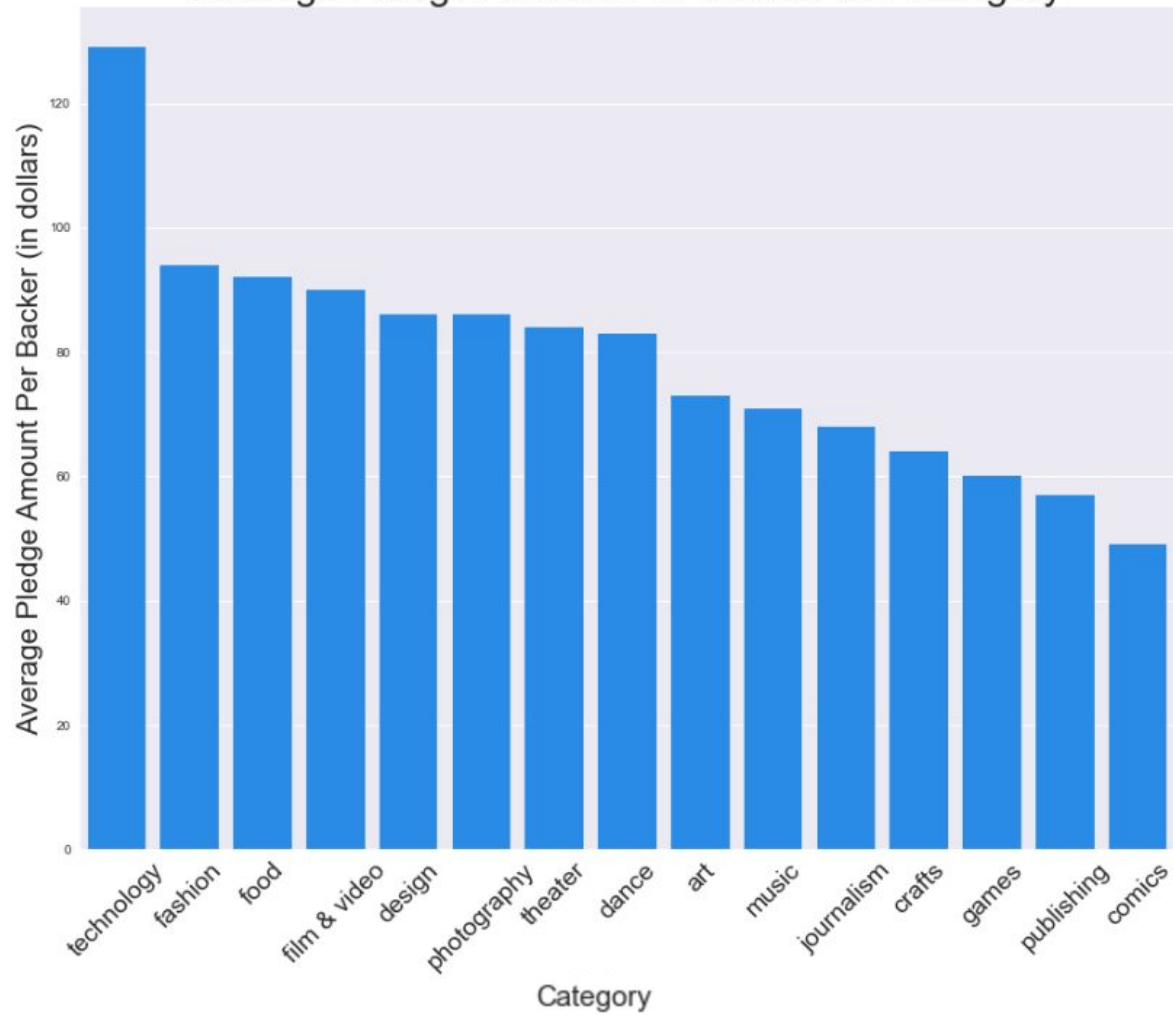
Total Pledge Amount Vs. Category



Number of Backers Vs. Category



Average Pledge Amount Per Backer Vs. Category



Synthesis

VARIABLE



30 DAYS OR LESS



LOWER GOAL AMOUNT



10 – 15 WORD BLURB

FIXED



CENTERS



STAFF PICK



CATEGORIES

Further Areas of Research

What is the effect of founder reputation?

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How many projects become real products?

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How many projects become real products?

Can rate of success be predicted?

