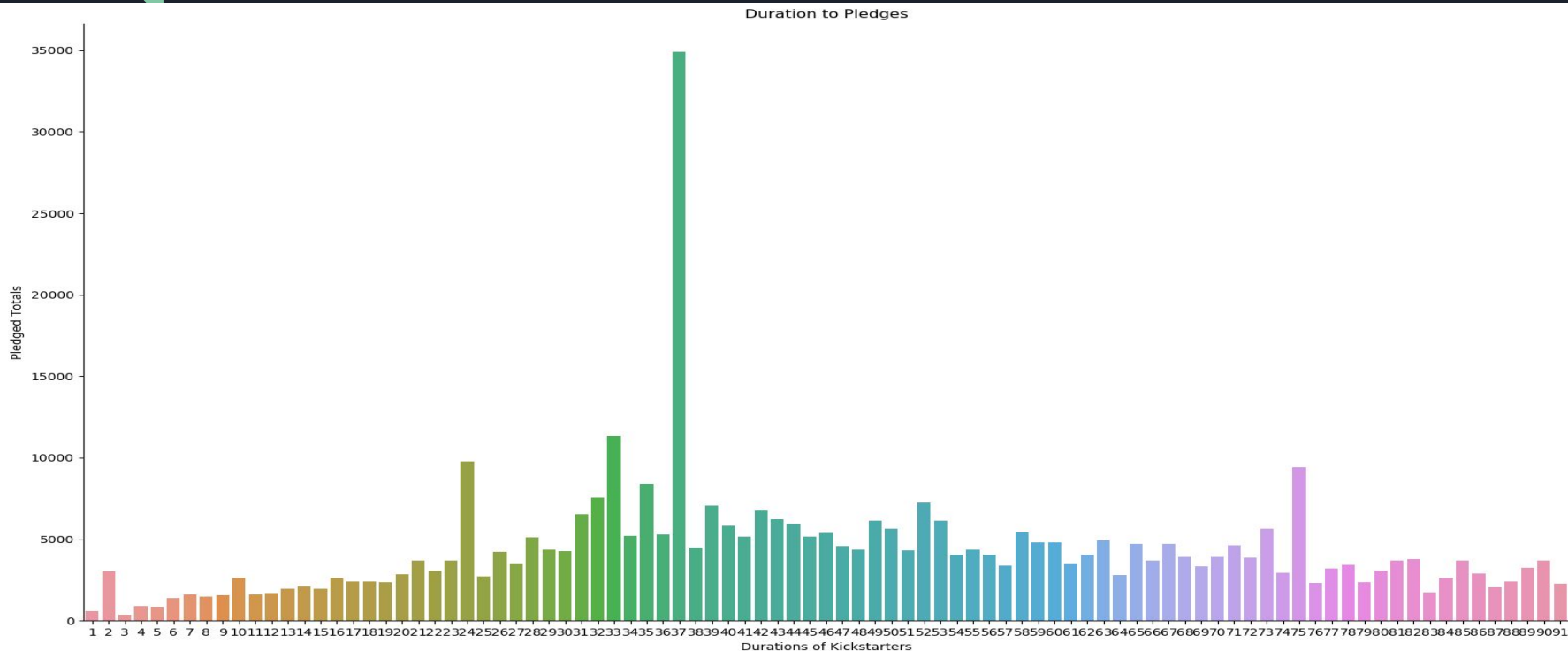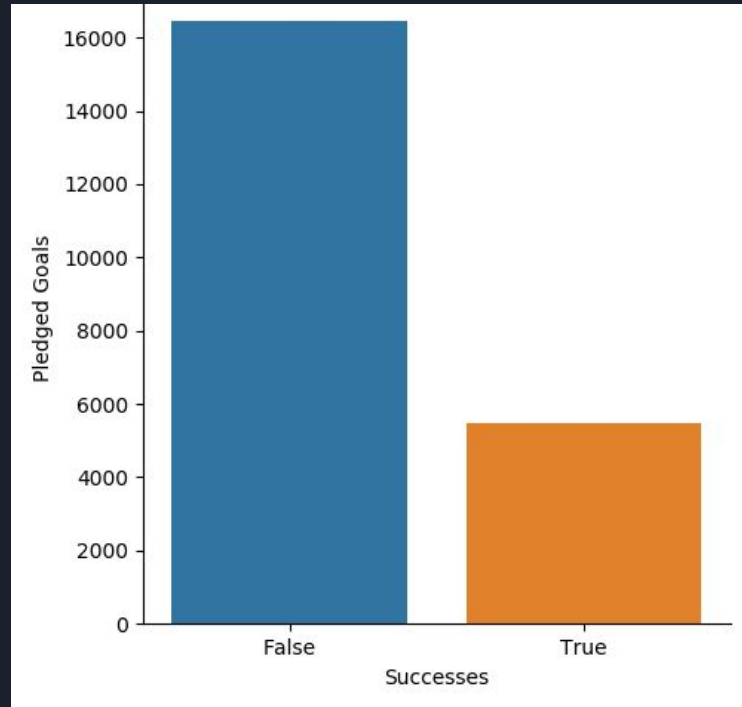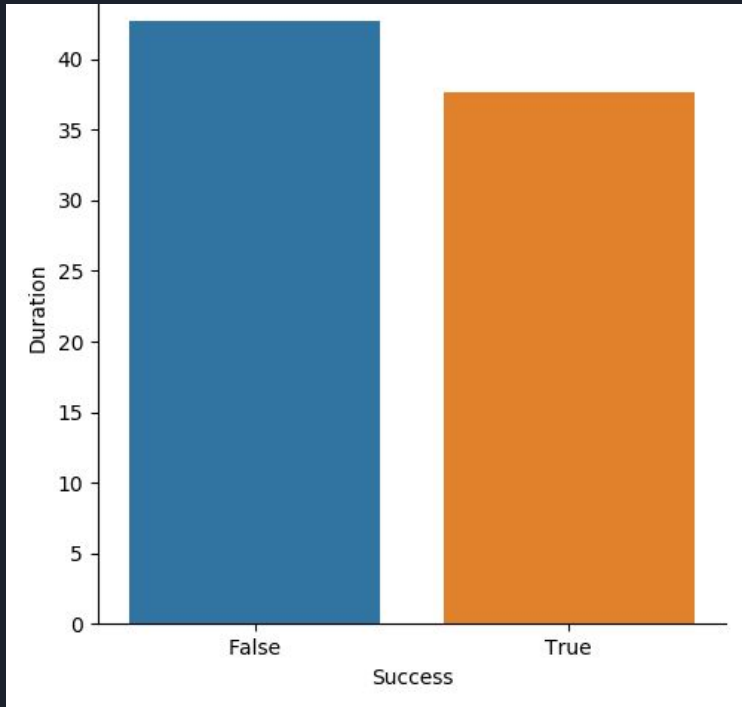# Kickstarter Pointers

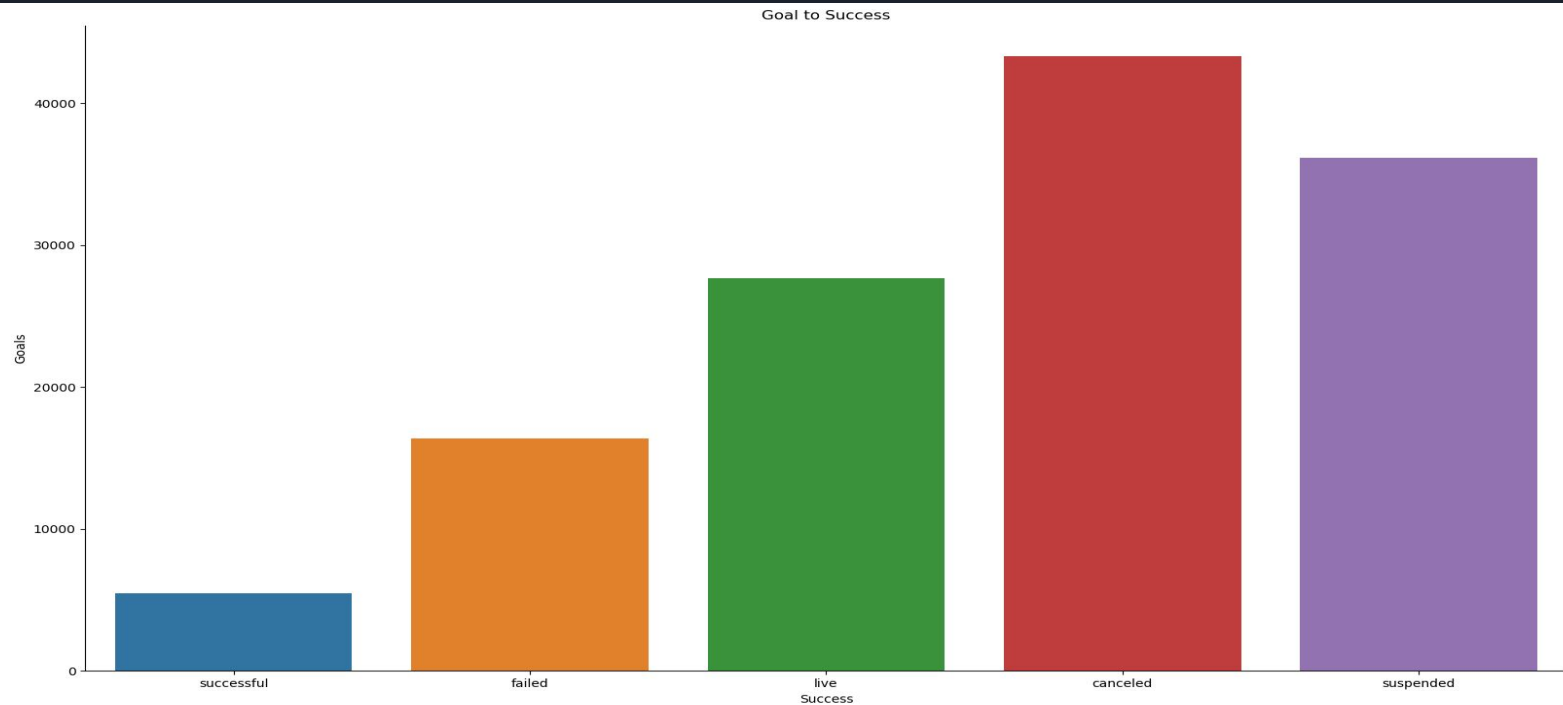Analysis of Kickstarter Projects

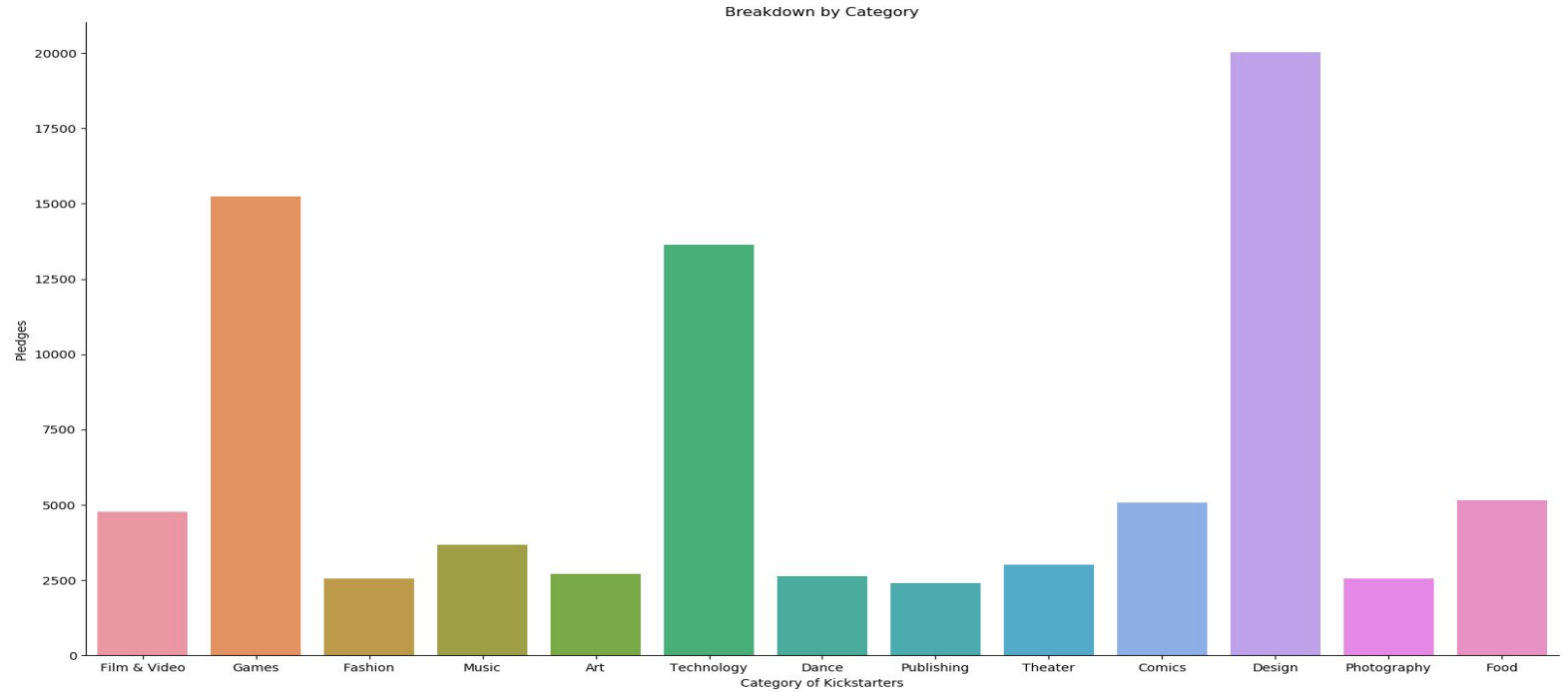# Durations to Total Pledges

Goals and Duration to Success

Goals to Success - a breakdown

Pledges to Category

What else could we learn?

-We've seen that the larger the 'goal' is, the more likely we see the project stop short of completion. Does that mean that the goals were higher at start, or did they have additional 'bloat' tacked on as they reached certain milestones?

-In regards to projects that were suspended, what caused the suspension? Will the project resume? What amount of time do projects usually end up in the suspended status for?

-When considering the length of time to run the campaign, what advertising do we find most effective? Does this change during the length of the campaign?

-Since we see that smaller pledge goals appear to be more 'successful', do we want to create new kickstarters rather than continuing with stretch goals to avoid some kind of 'backer fatigue'?