

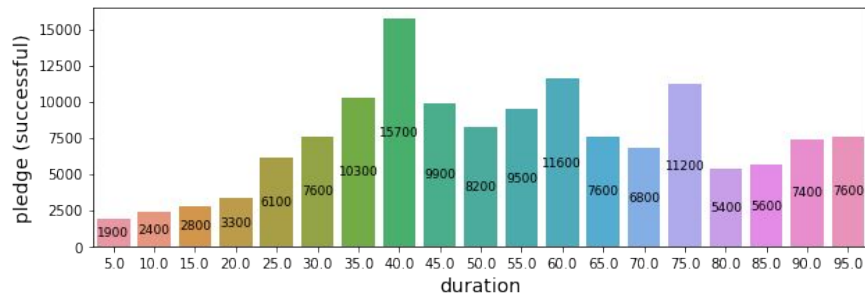
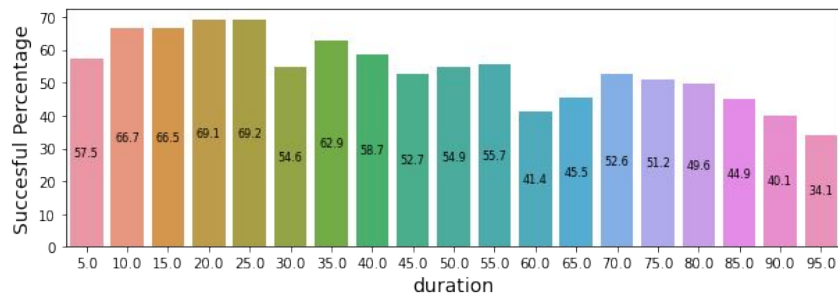
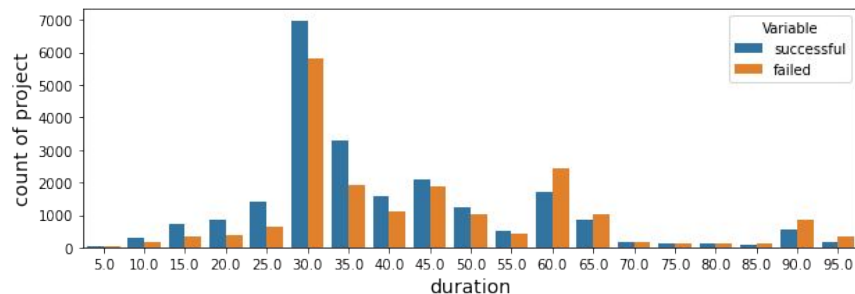
Kickstarter

Recommendation on How Can Create a Successful Kickstarter Campaign

Data Science Immersive program

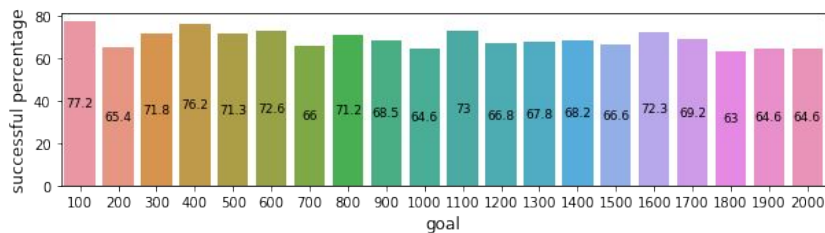
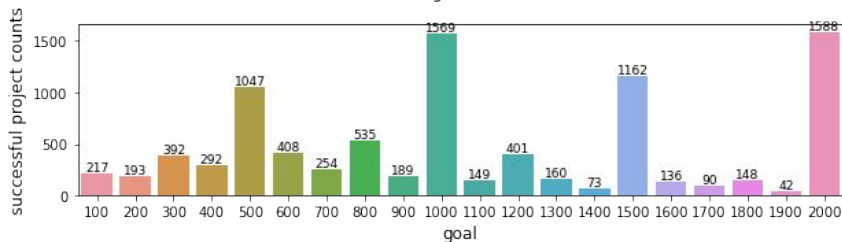
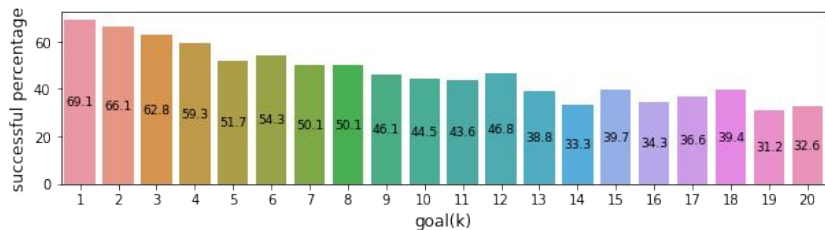
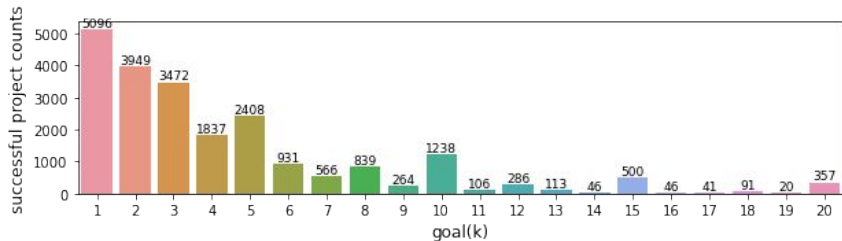
Panuwat Pukhamwong

The length of time to run a campaign



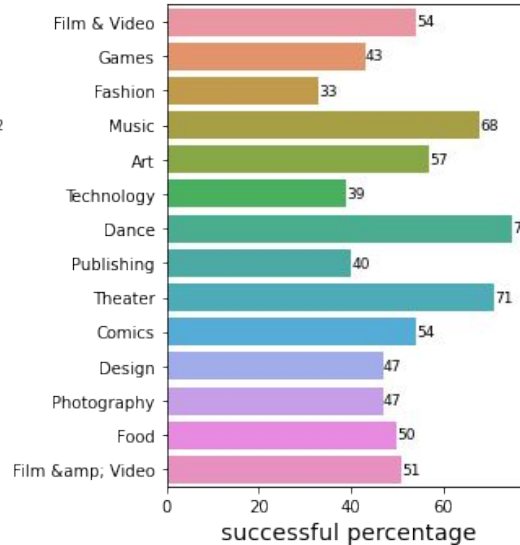
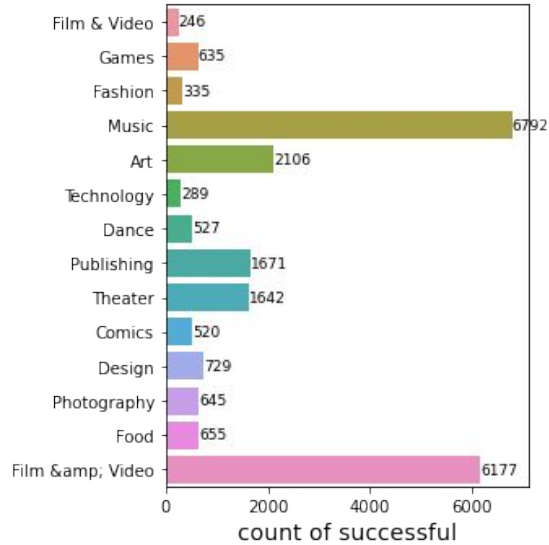
- These three figures show information about duration which is the length of time to run a campaign (days as units).
- The first graph shows that campaigns were run for around 30 days mostly. The distribution is right-screwed. There was some range that the number of failed campaigns greater than the number of the successful campaign, 60 and 90 days for instance.
- The second graph is the successful percentage. The highest percentage is 69.2% with around 25 days.
- The third graph show pledges in the successful campaign. The highest pledge is about 15,700\$ with 40 days.
- We would like to have a high success rate and also a high pledge as possible, so the length of time to run a campaign should be around 25, 35, and 40 days.

Pledge goal



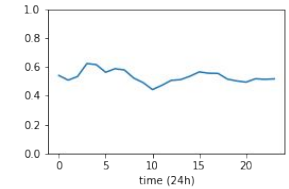
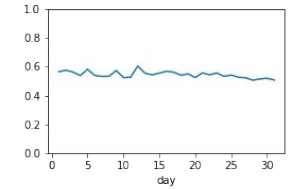
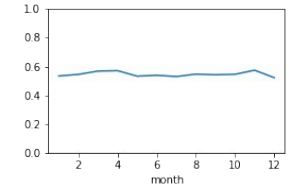
- The first graph is the number of successful projects in terms of the goal range from 0 to 20,000 (20k) \$. The count decay as the goal increase.
- The second graph is the successful percentage. It decays at a much slower rate than in the first graph.
- The third and fourth graphs are the same as the first two graphs but they are in the range of 0 to 2,000\$ of the goal
- We can see that people like to set a goal of 500, 1000, 1500, and 2000 \$. The successful percentage slowly decay as the goal increase.
- For goal above 20,000 \$
 - successful : 763 projects
 - failed : 2523 projects
 - successful percentage : 30.2 %
- If we would like to have around a 60% successful rate, we should set a goal not greater than 4,000 \$. And 8,000 \$ for 50%

Type of projects



- The above graphs are information about the categories of the campaigns.
- The most successful project is “Music” and “Film”. They have 68% and 51% success.
- The most successful percentage are “Dance”, “theater”, and “Music” with 75%, 71%, and 68% respectively.
- Dance has the highest success rate with a low level of competition, a few campaigns.
- Music has a huge number of campaign and still have a high success rate.

Success rate vs funded date



- These three graphs show the success rate as a function of the month, day, and time. There fluctuate around 0.55. There is no significant relation. The campaigns could be started anytime.

Conclusion

- For quick recommendation about creating a successful campaign.
 - The length of time to run a campaign should be around 25, 35, and 40 days.
 - The success rate decays slowly as increasing of pledged goals. The goal should be about 4,000 \$ for 60% and 8,000\$ for 50%.
 - Types of the campaign with a high success percentage are “Music”, “Theater”, and “Dance”.
 - The funded date or the time to start the campaign could be anytime.
- We could study based on a specific category for more recommendations.