



KICKSTARTER

What do we have here?

Business questions, objectives and first observations

What do we have here?



378,661 kickstarters

That's over 20k of them in 2017



From 2009 to 2017

Data ranges from launch to date



Focus on US only

70% of kickstarters are US-based



15 main categories

Mostly art-related, but also food, games, tech or journalism



From small to big

Goal ranges from less than \$1 to \$100m



From short to long

Average duration is a month, with the longest kickstarters lasting 3 months and some lasting less than a day



How can I maximise my chances of being successful?

What projects to prioritise?

What makes a kickstarter successful?

What is the optimum goal or duration for a specific kickstarter?

What are my analysis objectives?



Understand the pattern behind the data - is there any correlation?



Create predictive model to predict success or failure

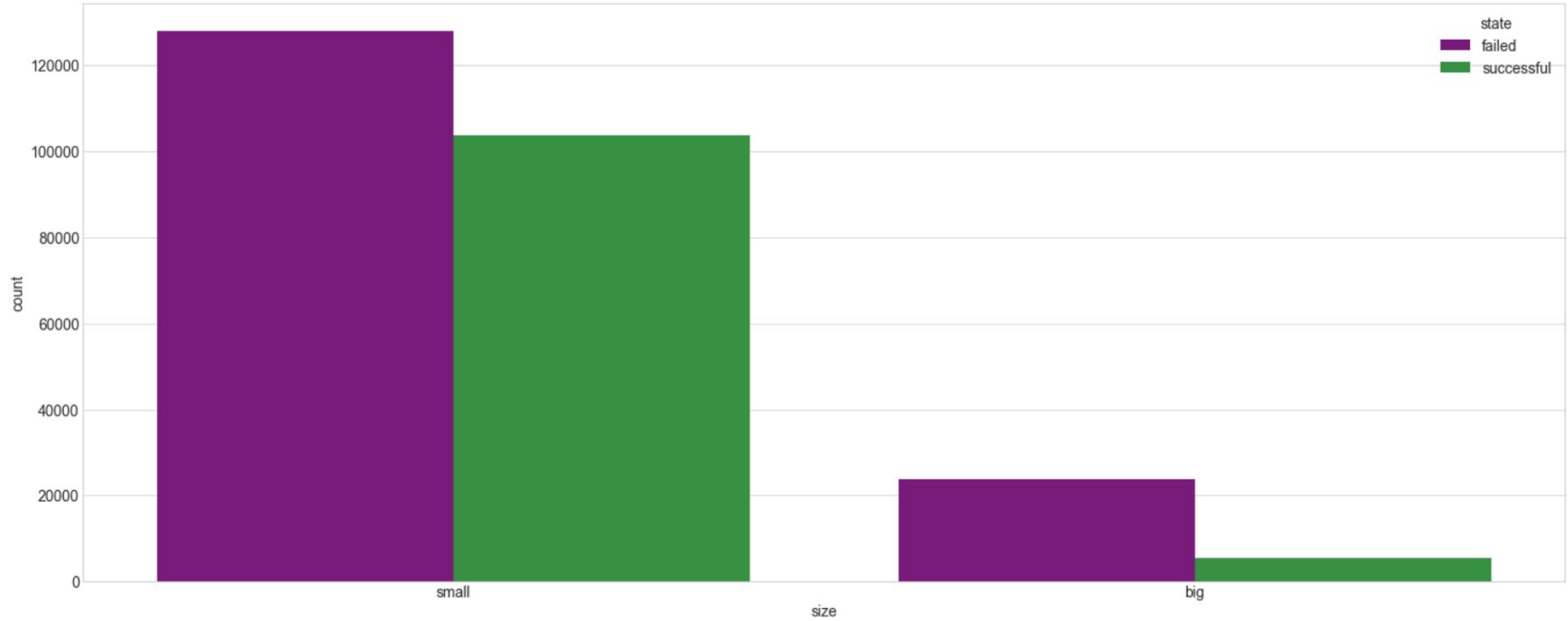


Understand what features are the most important

Learnings from data exploration

Where size matters, and not all is equal

Size does matter



Number of Kickstarters broken down by size and state

Small= goal under \$35k; big= goal between 435k and \$2m

Not all categories are equal

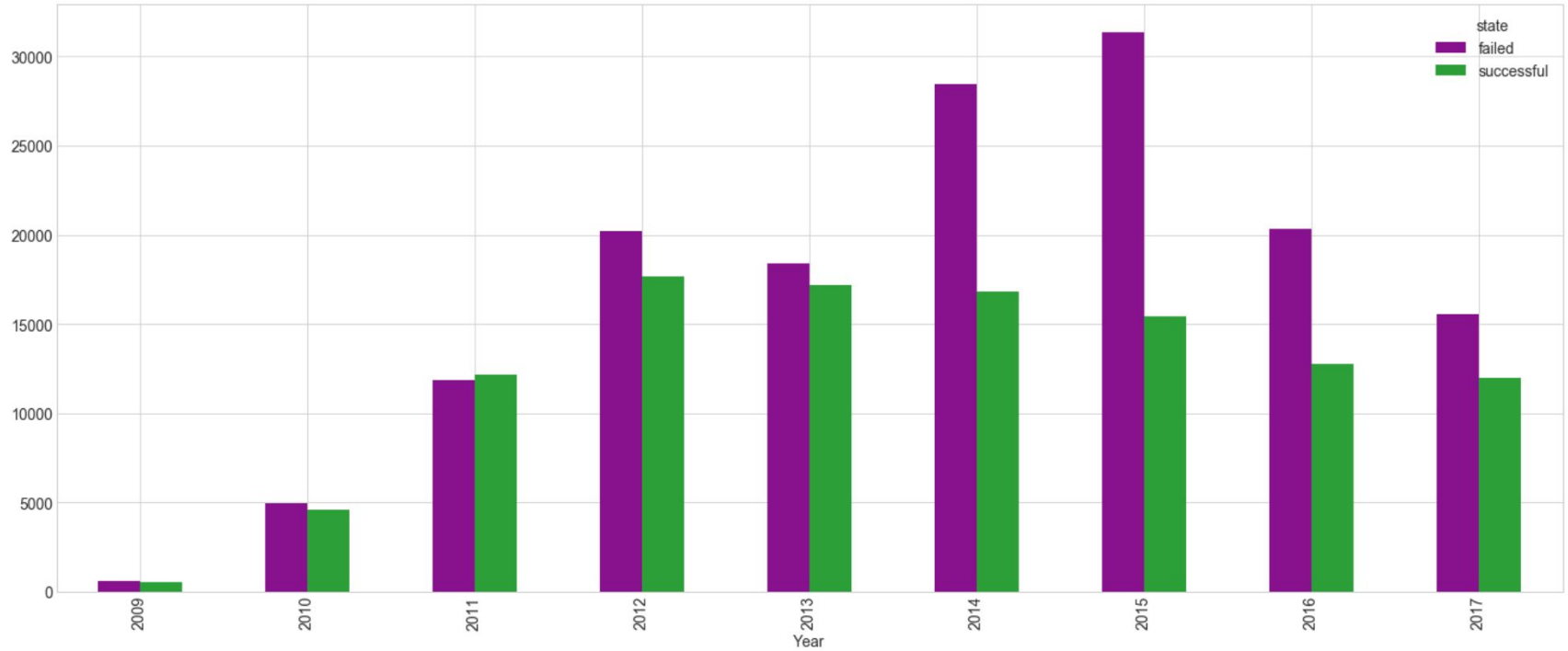
Small Dataset

| | Total | Success rate |
|--------------|--------|--------------|
| Dance | 2,997 | 69% |
| Theater | 7,692 | 66% |
| Comics | 7,865 | 60% |
| Music | 38,789 | 55% |
| Games | 17,207 | 50% |
| Art | 19,432 | 48% |
| Film & Video | 39,667 | 46% |
| Design | 15,071 | 45% |
| Photography | 6,908 | 36% |
| Publishing | 27,292 | 36% |
| Food | 14,896 | 34% |
| Fashion | 13,393 | 30% |
| Technology | 12,046 | 30% |
| Crafts | 5,724 | 28% |
| Journalism | 2,769 | 27% |

Big Dataset

| | Total | Success rate |
|--------------|-------|--------------|
| Comics | 294 | 26% |
| Design | 3,414 | 25% |
| Games | 3,022 | 25% |
| Theater | 502 | 24% |
| Film & Video | 7,265 | 20% |
| Technology | 6,012 | 19% |
| Music | 1,436 | 18% |
| Dance | 84 | 17% |
| Photography | 321 | 16% |
| Fashion | 1,143 | 14% |
| Journalism | 340 | 11% |
| Publishing | 1,385 | 11% |
| Art | 1,016 | 11% |
| Food | 3,137 | 10% |
| Crafts | 239 | 4% |

2013 and 2015 are pivotal years for volume and success rate



Kickstarters over time, broken down by state

A couple of kickstarters with over 150,000 backers

| Name | Main Category | Year | Goal | Pledged | Backers |
|--------------------------------------|---------------|------|----------|-------------|---------|
| Fidget Cube: A vinyl desk toy | Design | 2016 | \$15,000 | \$6,465,690 | 154,926 |
| Exploding Kittens | Games | 2015 | \$10,000 | \$8,782,571 | 219,382 |

Some successful \$2m kickstarters

| Name | Main Category | Year | Goal | Pledged | Backers |
|---|---------------|------|-------------|-------------|---------|
| Bring Back Myster Science Theater 3000 | Film & Video | 2015 | \$2,000,000 | \$5,764,229 | 48,270 |
| Camelot Unchained | Games | 2013 | \$2,000,000 | \$2,232,933 | 14,873 |
| The Veronica Mars Movie Project | Film & Video | 2013 | \$2,000,000 | \$5,702,153 | 91,585 |
| Wish I Was Here | Film & Video | 2013 | \$2,000,000 | \$3,105,473 | 46,520 |
| Shenmue 3 | Games | 2015 | \$2,000,000 | \$6,333,296 | 69,320 |

Outcomes and next steps

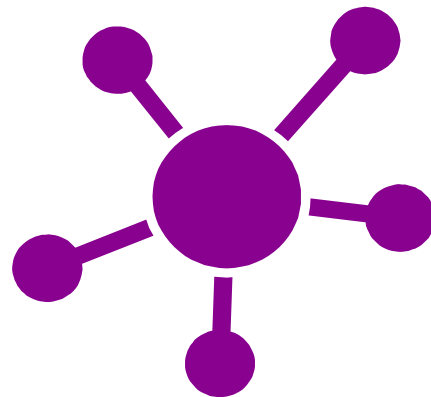
Predictive model, feature analysis, and more

Predictive model gave good results

Predictive model works pretty well (correct 9 out of 10 times)

However, one of the features is the number of backers which you won't know in advance...although knowing how many you need will nonetheless be useful

Next step would be to build a tool that will take goal, category and duration as inputs, and give back optimal duration and minimum number of backers



Categories matter for small dataset

Small Dataset

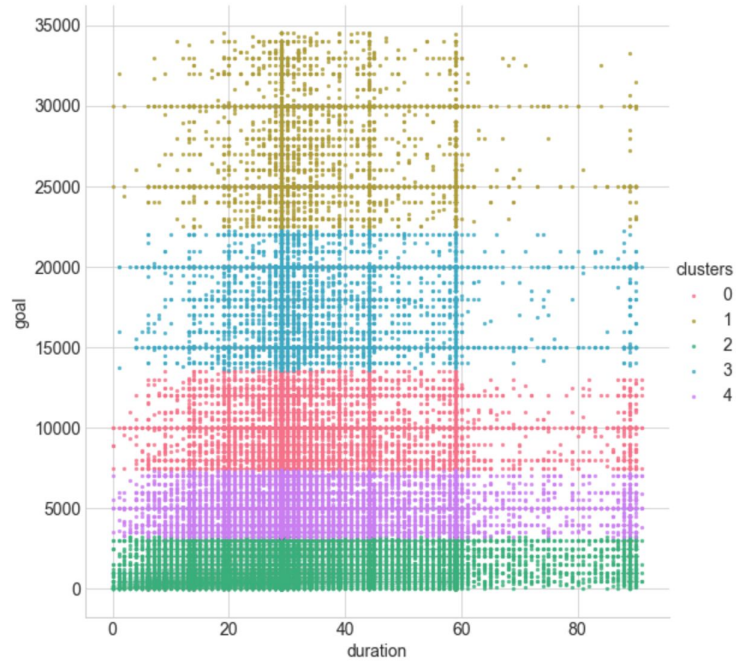


Big Dataset

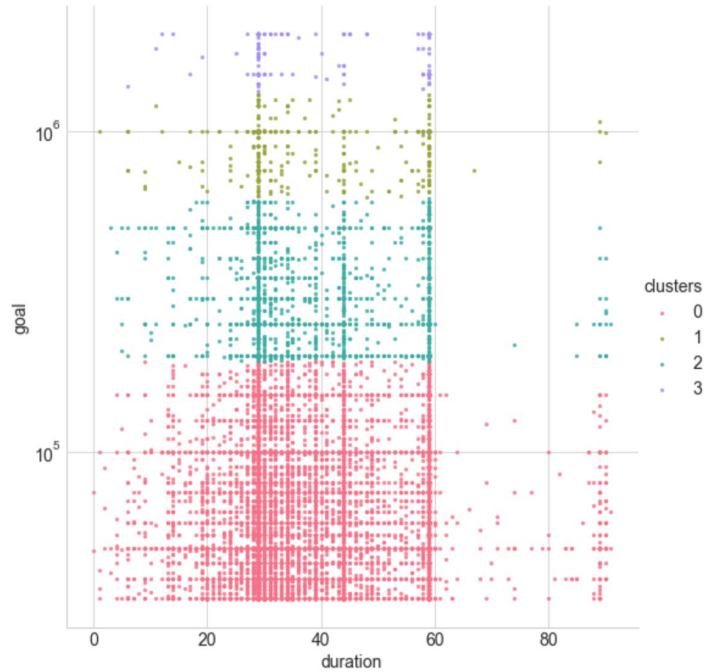


Cluster analysis reveals further layers in the dataset

Small Dataset



Big Dataset



Next Steps & further considerations



And, if I could collect more data...Time series analysis

Any question?