

Business Development of Kickstarter Fundraising Platform

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Does the success of Projects depend on the Number of Backers?

What are the Project's success influencers?

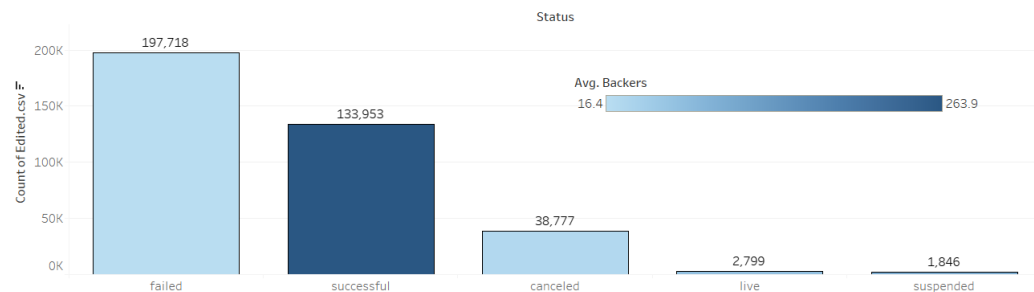
Does the Main Category to which the project belongs matter?

What is the proportion of success projects launched in this platform? Does the launch date has any impact?

Interesting Insight with the Category- Chiptune

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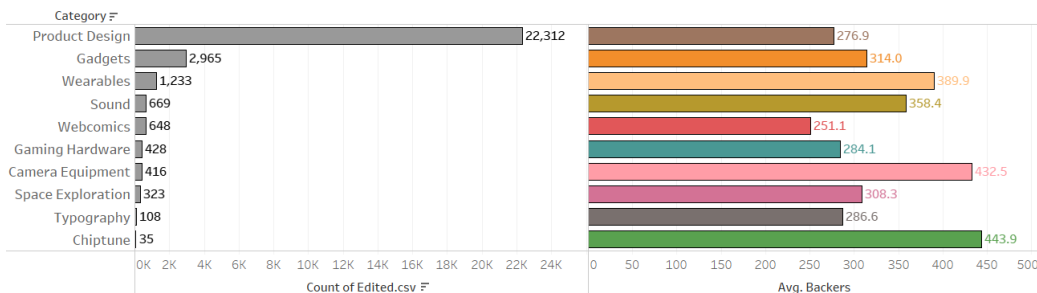
Does the success depend on the Number of Backers?



Main Category Vs backers

Main Cat...	Avg. Backers	Count of Edited.csv
Film & Video	67	62,730
Music	55	49,680
Publishing	57	39,412
Games	322	35,230
Technology	164	32,566
Design	241	30,068
Art	42	28,153
Food	54	24,602
Fashion	61	22,812
Theater	47	10,912
Comics	135	10,819
Photography	40	10,778
Crafts	27	8,809
Journalism	38	4,755
Dance	43	3,767

Backers interest with Category



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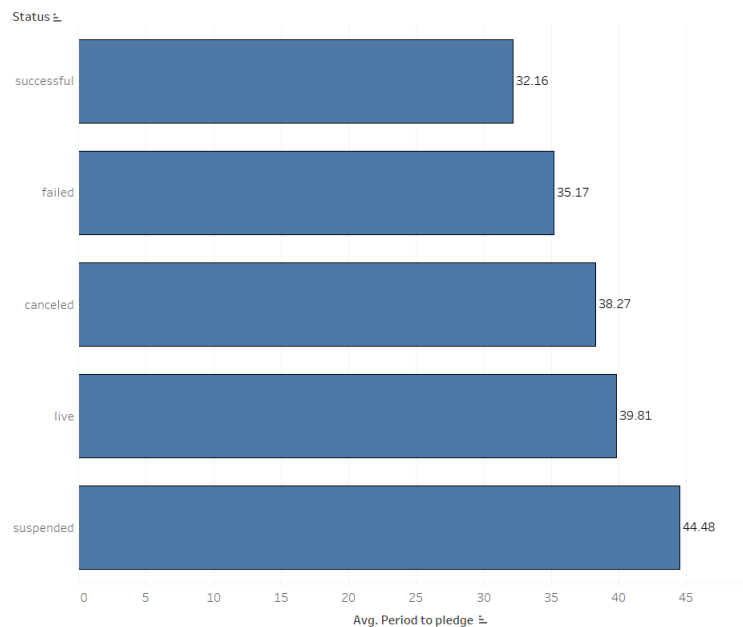
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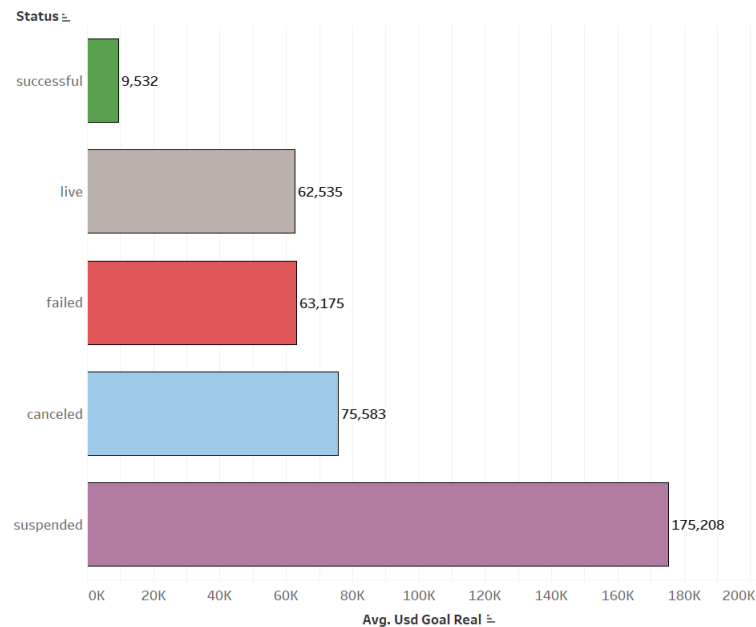
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Does pledging time influence Success of Project?



Does goal amount influence Success of Project?



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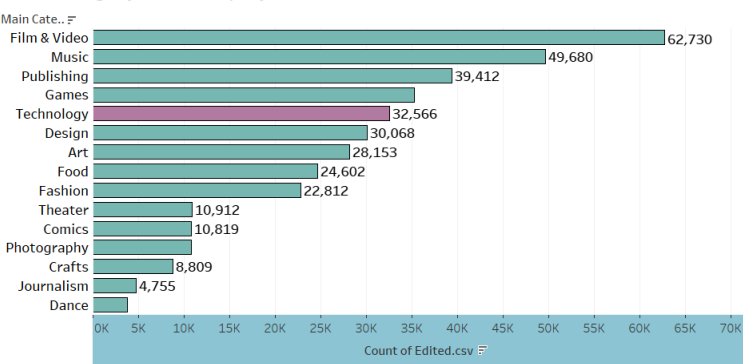
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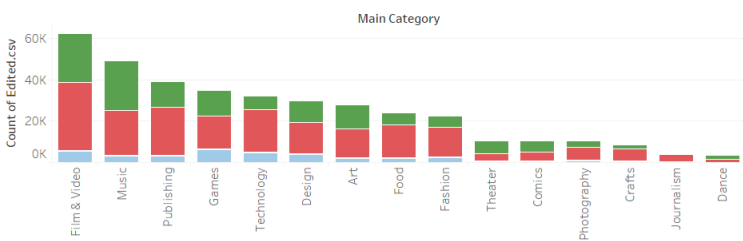
Main category Vs Success rate

Main Category	successful	failed	Status live	canceled	suspended
Dance	62.07%	32.78%	0.48%	4.33%	0.35%
Theater	59.88%	33.98%	0.38%	5.57%	0.19%
Comics	54.00%	37.30%	0.70%	7.78%	0.21%
Music	48.70%	43.78%	0.57%	6.65%	0.30%
Art	40.88%	50.19%	0.69%	7.89%	0.34%
Film & Video	37.66%	52.45%	0.53%	9.17%	0.19%
Games	35.53%	45.42%	0.81%	17.60%	0.62%
Design	35.09%	49.27%	1.01%	13.81%	0.82%
Publishing	31.21%	58.73%	0.76%	9.14%	0.17%
Photography	30.66%	59.23%	0.45%	9.15%	0.51%
Food	24.73%	64.91%	0.75%	8.99%	0.62%
Fashion	24.52%	62.16%	1.10%	11.62%	0.60%
Crafts	24.01%	64.74%	0.86%	9.57%	0.82%
Journalism	21.28%	65.97%	0.65%	11.00%	1.09%
Technology	19.76%	63.31%	1.16%	14.48%	1.30%

Main Category Vs No. of projects



Project Category vs Status



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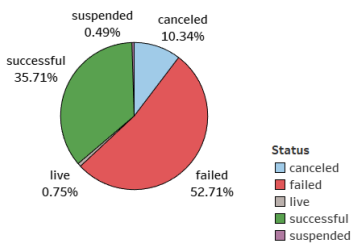
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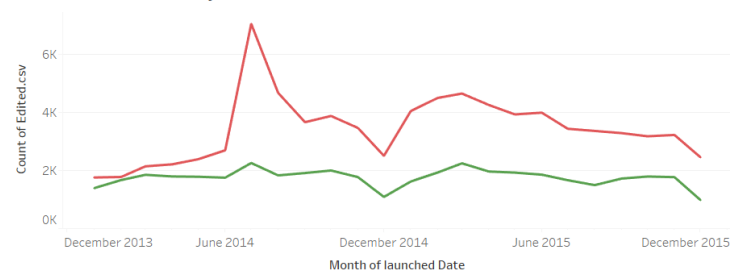
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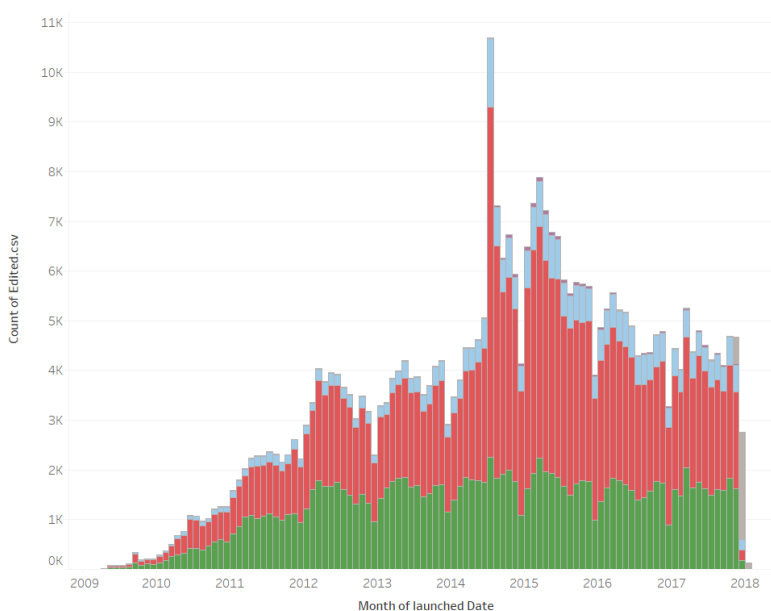
Project Status



Failed vs Success Projects over time



Project Launch Time vs Status



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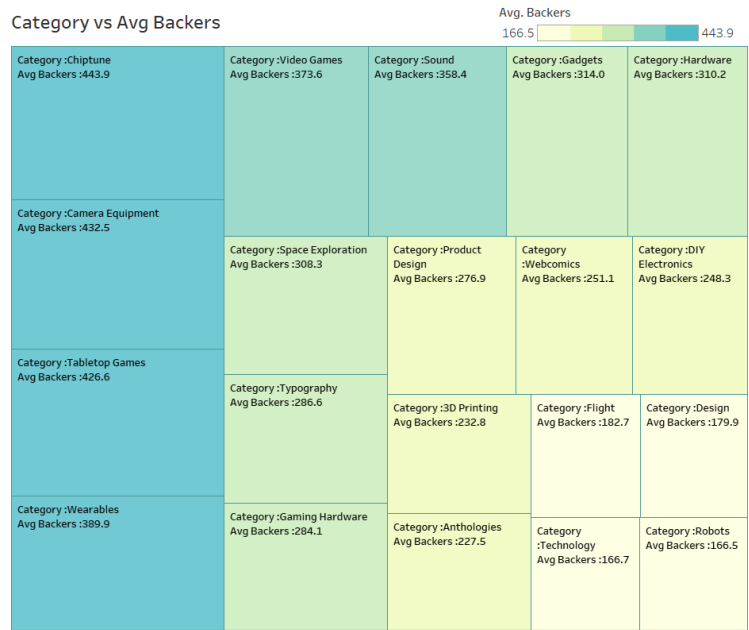
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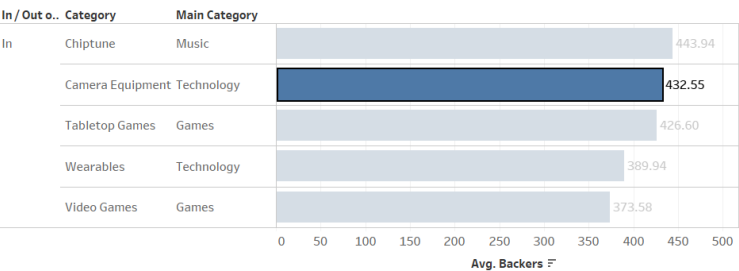
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Special Category: Chiptune

Category vs Avg Backers



Most supported Category, Sub-Category by BACKERS



Projects launched in US and NonUS

