Unit 2 Challenge

Thinkful Data Science Bootcamp

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What is Kickstarter

- Kickstarter is a crowd-funding platform

- Project creators may launch a campaign on Kickstarter.

- Each campaign must have a funding goal and campaign duration.

- A backer pledges to contribute funds to a project, in exchange for rewards offered by the Project.

- The funding mechanism is all or nothing.
  - If the funding goal is met, the backers' credit cards are charged.
  - If the funding goal is not met, the project is not funded and the backers pay nothing.

Of all successful campaigns...
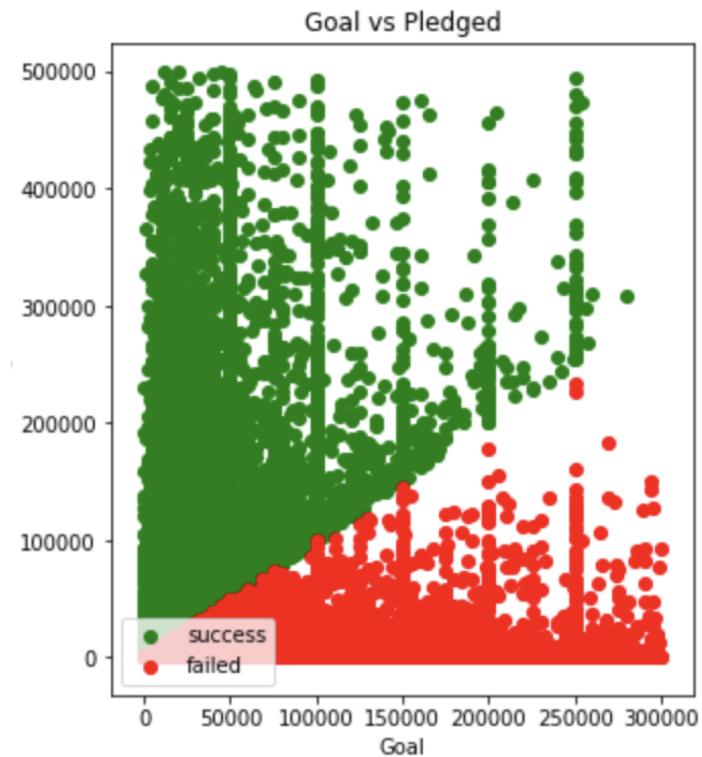
The median campaign raises $4,000.

Half raise between $2,000 and $7,500.

A small percentage raise more than $17,500

Funding Raised for Successful Campaigns

Funding Raised for Successful Campaigns

Funds Raised
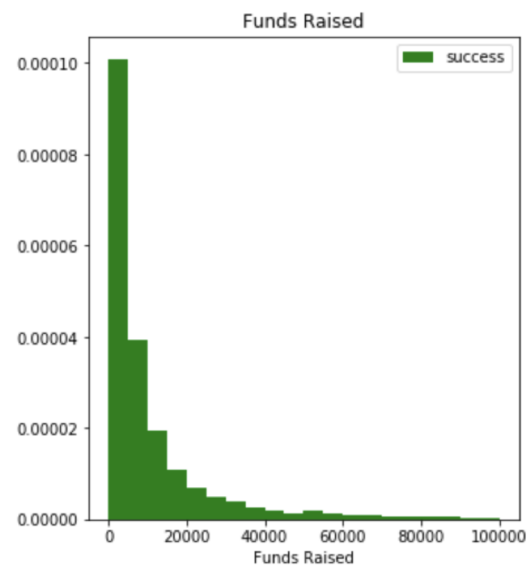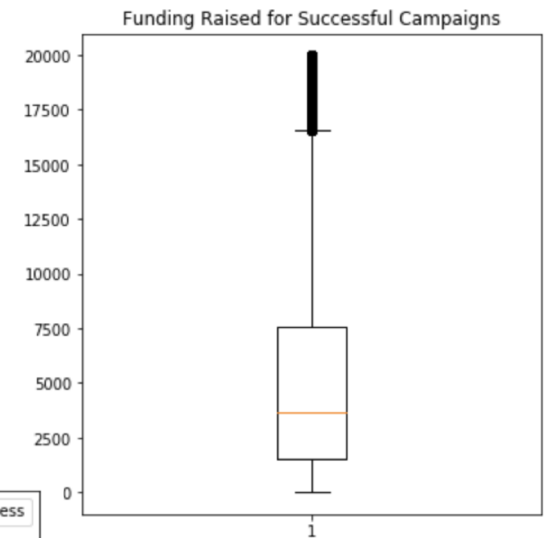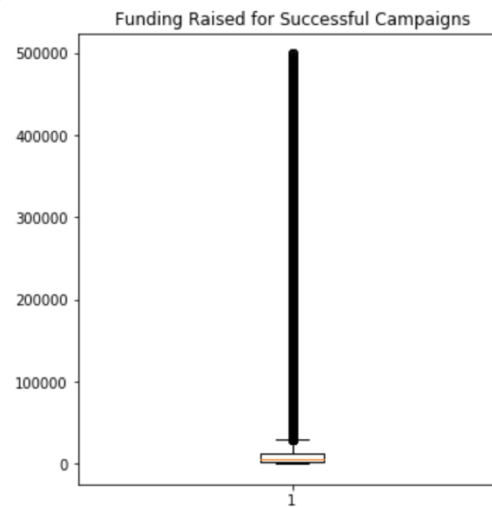
High Value Campaigns
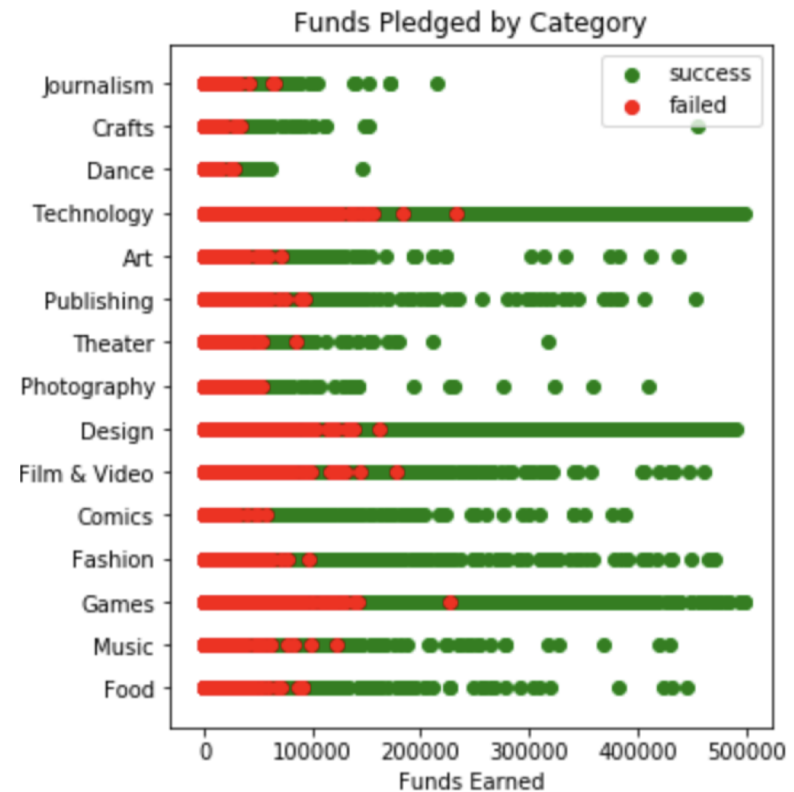
Although 98% of all campaigns raise less than $18,000, there are many campaigns that raise up to $500,000, exceeding their goals.

Campaign Categories

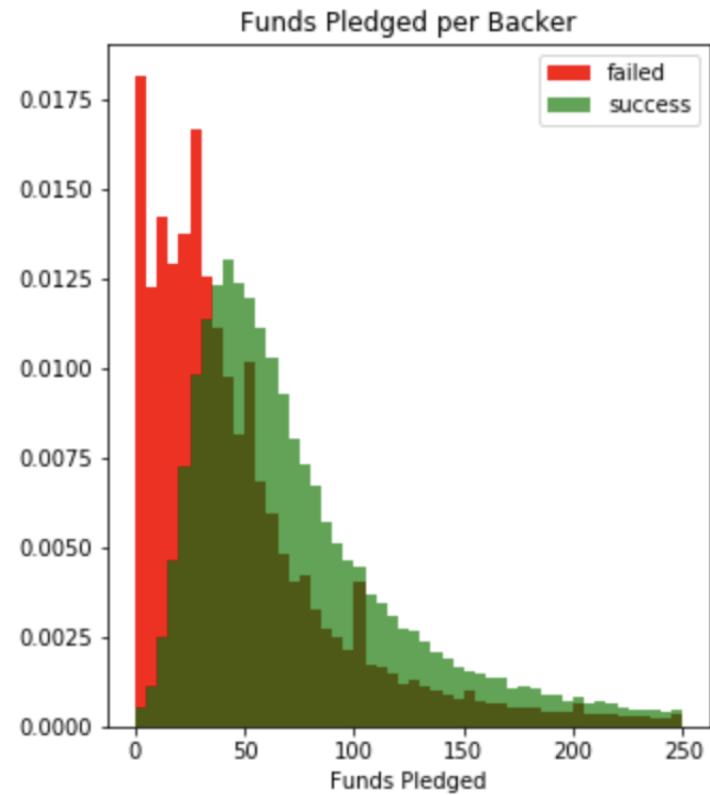The best performing categories are technology, design, fashion, and games,

Dance, crafts, and journalism were the poorest performing.

Funds Pledged by Category

A typical pledge

Successful campaigns have a distribution that peaks at $50 per pledge.

Failed campaigns have a distribution that peaks at $25 per pledge.

Funds Pledged per Backer

Home Run or Go Home

Campaigns are either very successful or not successful at all.

Very few campaigns fail due to barely missing their goal. Nearly all failed campaigns miss their goal by more than 60%, with more than 3/4 of them missing by more than 85%.
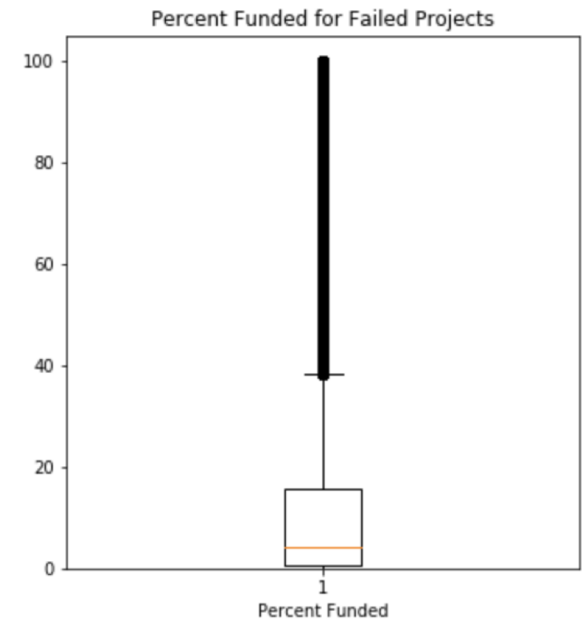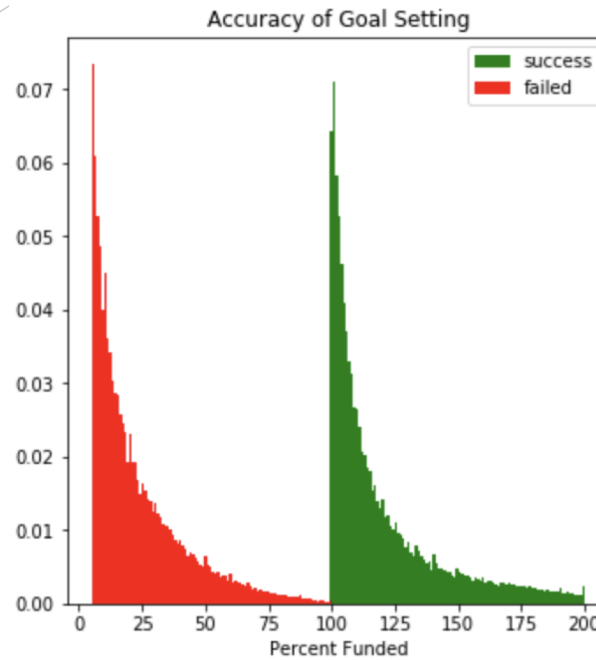
Over the years

Activity spiked in 2015. However, the distribution of successful campaigns have been fairly steady over time.

campaigns over time