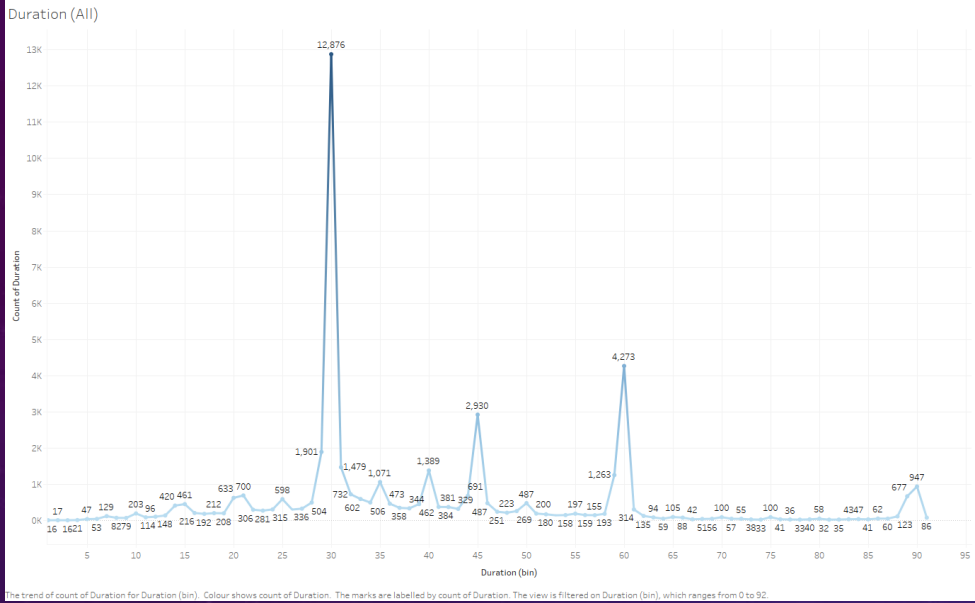
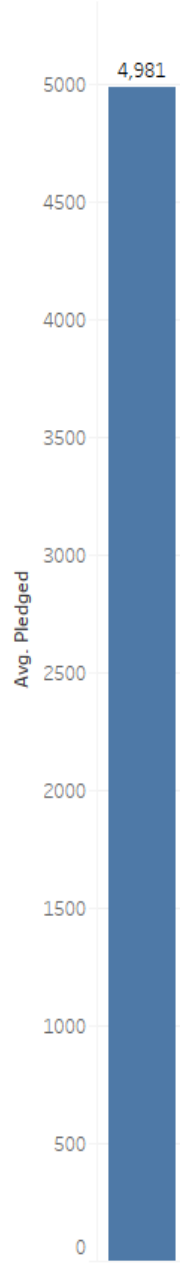


The background is a gradient of dark blue and purple, featuring several faint, stylized circular patterns. On the left side, there is a large circular scale with tick marks and numbers ranging from 140 to 260. Other smaller circular elements with arrows and dashed lines are scattered across the background, creating a technical or data-oriented aesthetic.

DATA SCIENCE IMMERSIVE ADMISSIONS TASK

BY: DEEPANKAR SHARMA

Average Pledge



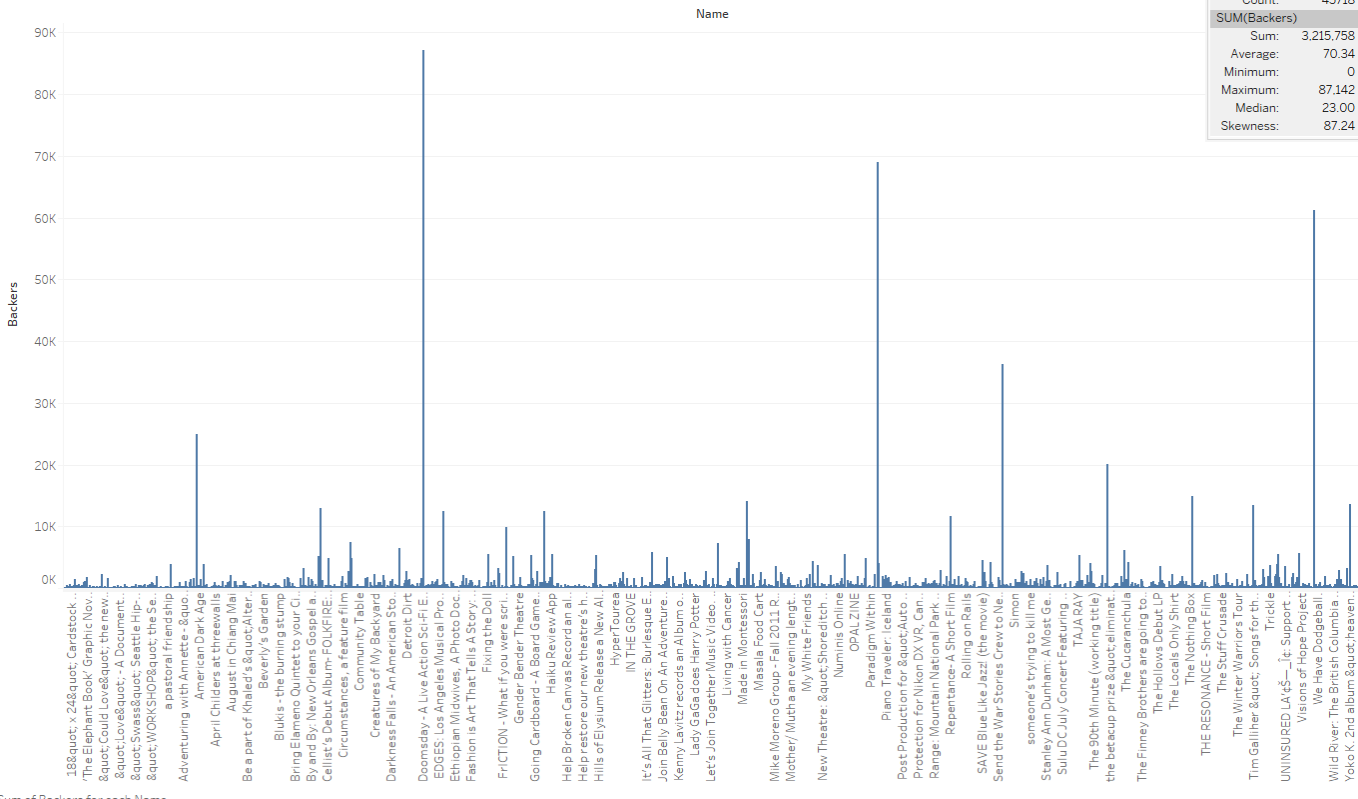
The trend of count of Duration for Duration (bin). Colour shows count of Duration. The marks are labelled by count of Duration. The view is filtered on Duration (bin), which ranges from 0 to 92.

Distribution of Duration is not normal.

Average (Total) Pledge = \$4,981

Distribution of Backers (Skew = 87.24)

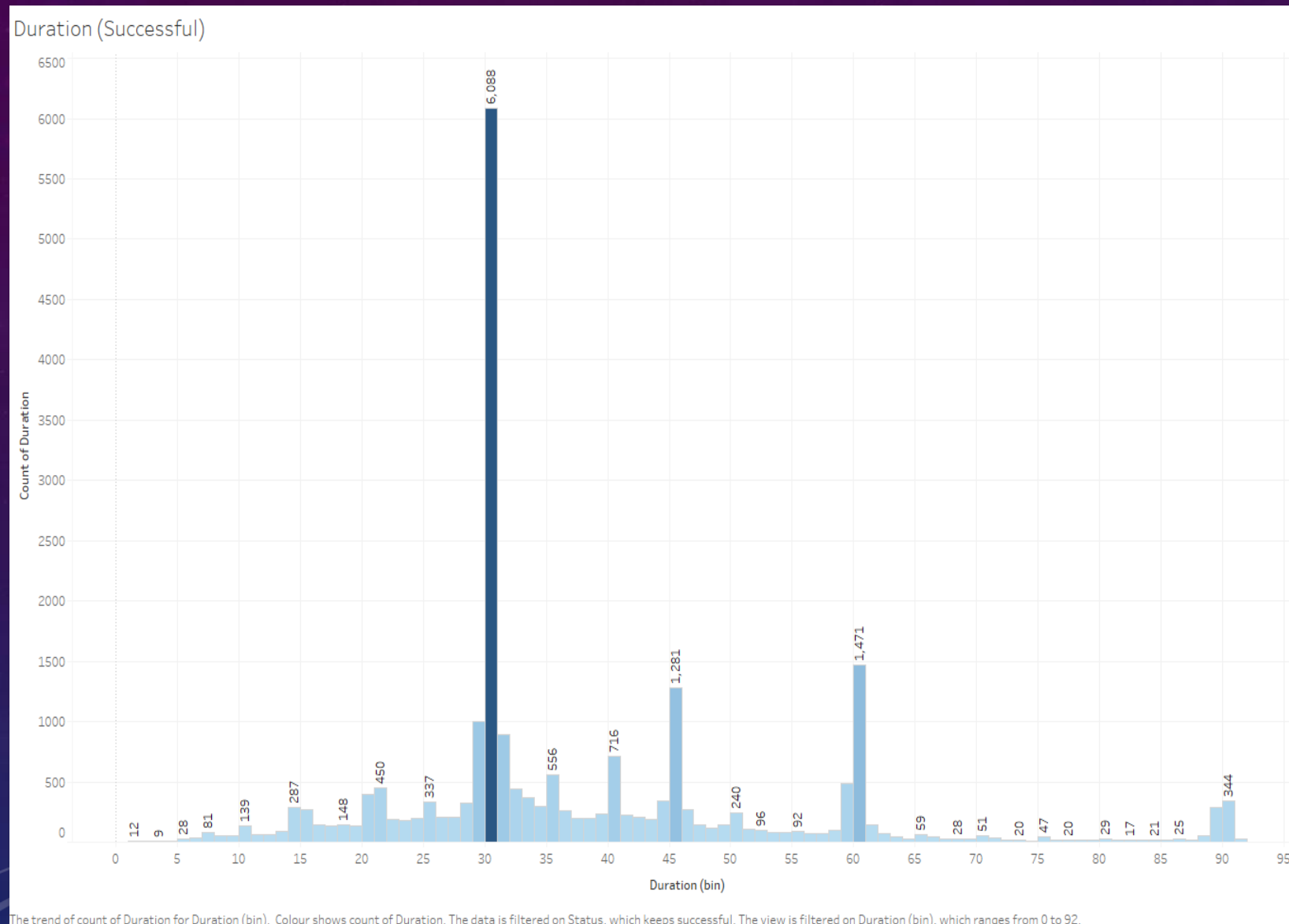
Distribution of Backers



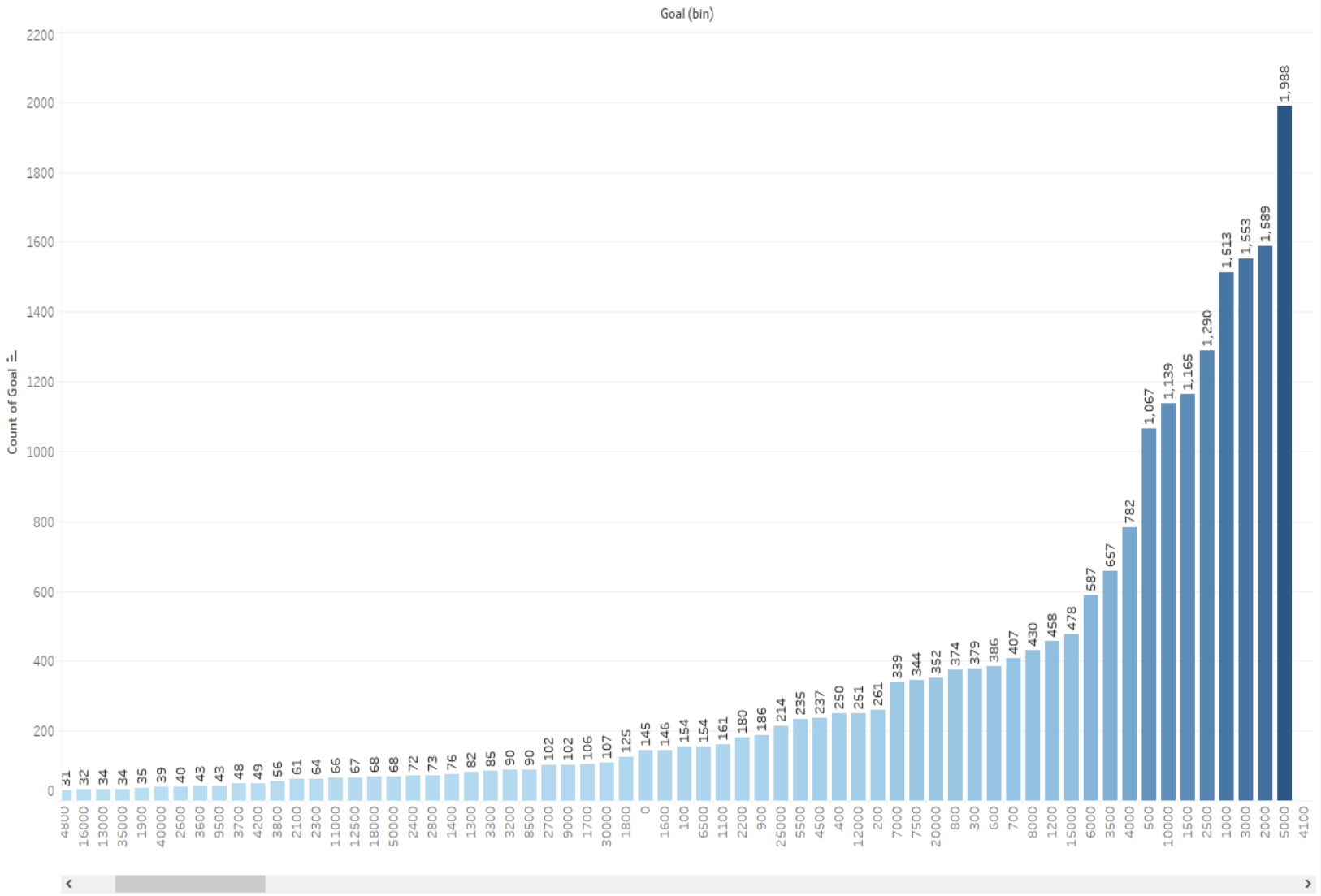
Summary	
Count:	45718
SUM(Backers)	
Sum:	3,215,758
Average:	70.34
Minimum:	0
Maximum:	87,142
Median:	23.00
Skewness:	87.24

IDEAL CAMPAIGN DURATION

- Successful campaigns have a duration of 1-91 days.
- The ideal duration for a successful campaign is **30 days**, as the number of campaigns to have achieved success is the highest for this duration.
- The number of successful campaigns that have a duration of 30 days (6,088) is far ahead of the 2nd and 3rd most successful durations of 60 days (1,471) and 45 days (1,281) respectively.



Ideal Pledge Goal (Successful)

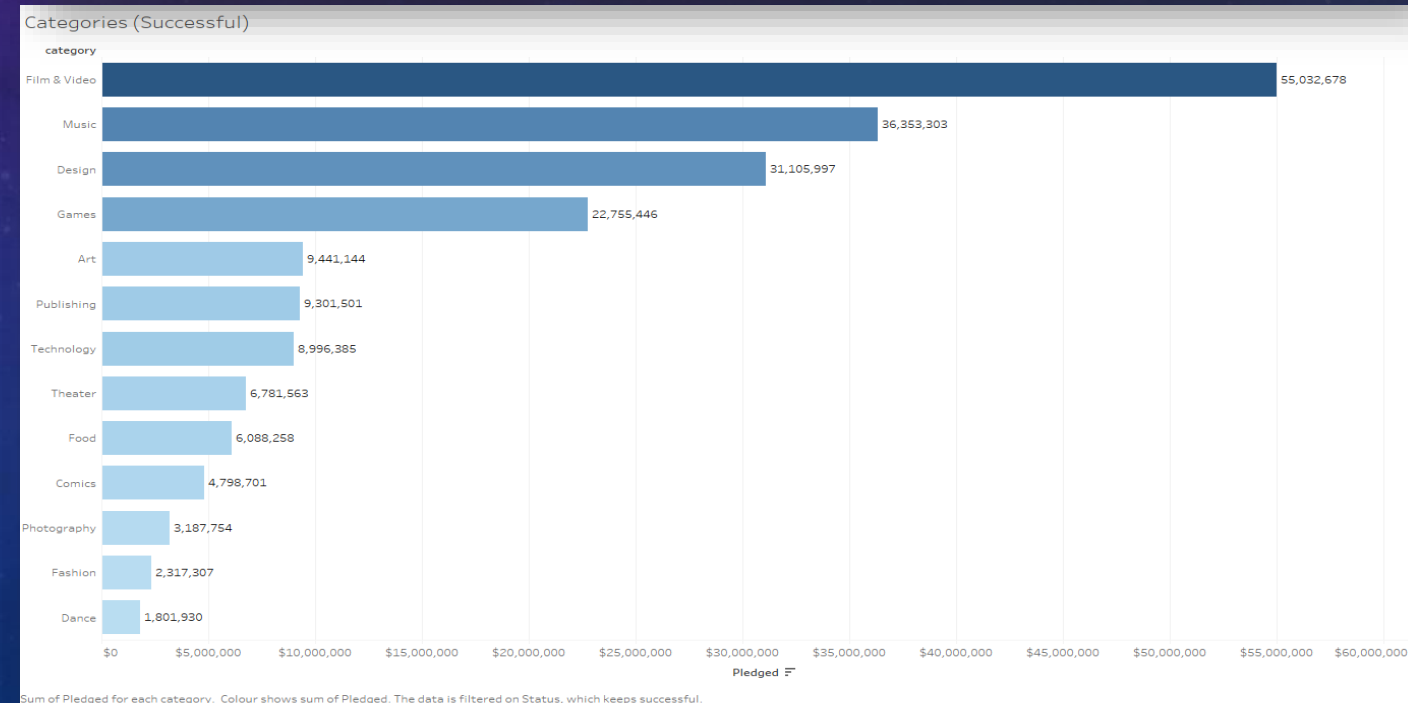
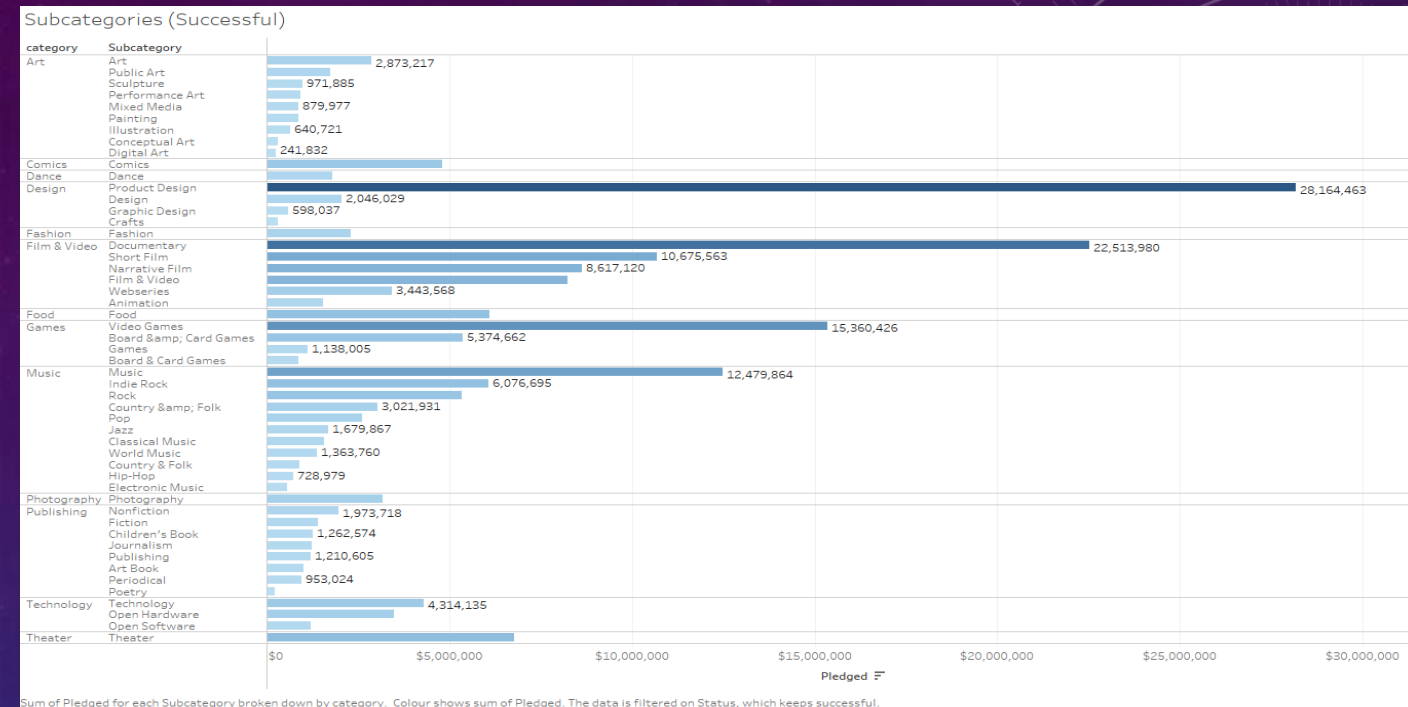


IDEAL PLEDGE GOAL

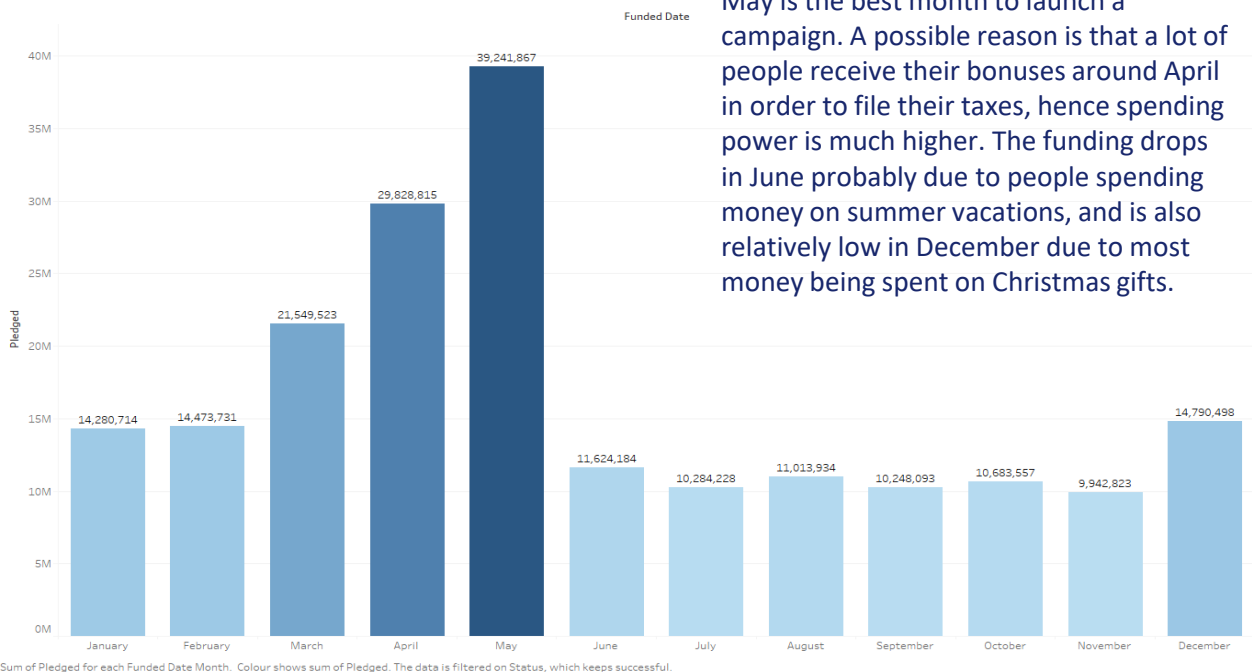
- The ideal pledge goal is \$5,000 as the number of successful campaigns for this amount is the highest.
- There are campaigns which have much higher pledge goals that have been successful, but there are very few of them as compared to the pledge goal of \$5,000.

MOST SUCCESSFUL CATEGORIES & SUBCATEGORIES

- **Product Design** emerged as the most successfully funded project type across the board at generating \$28.16 million, edging ahead of its closest rival, Documentary, which brought in \$22.51 million.
- However, the category of projects to have the overall highest funding is **Film & Video** which has substantial contributions from Short Film and Narrative Film as well.
- Despite Product Design receiving the single highest funding, the Design category, overall, is lagging far behind Film & Video by almost \$24 million, even losing out to Music which pulled in \$36.35 million in funding.
- To conclude, under Design, only Product Design excelled, whereas under Film & Video, while Documentary surged ahead, the rest of the subcategories also did relatively well.



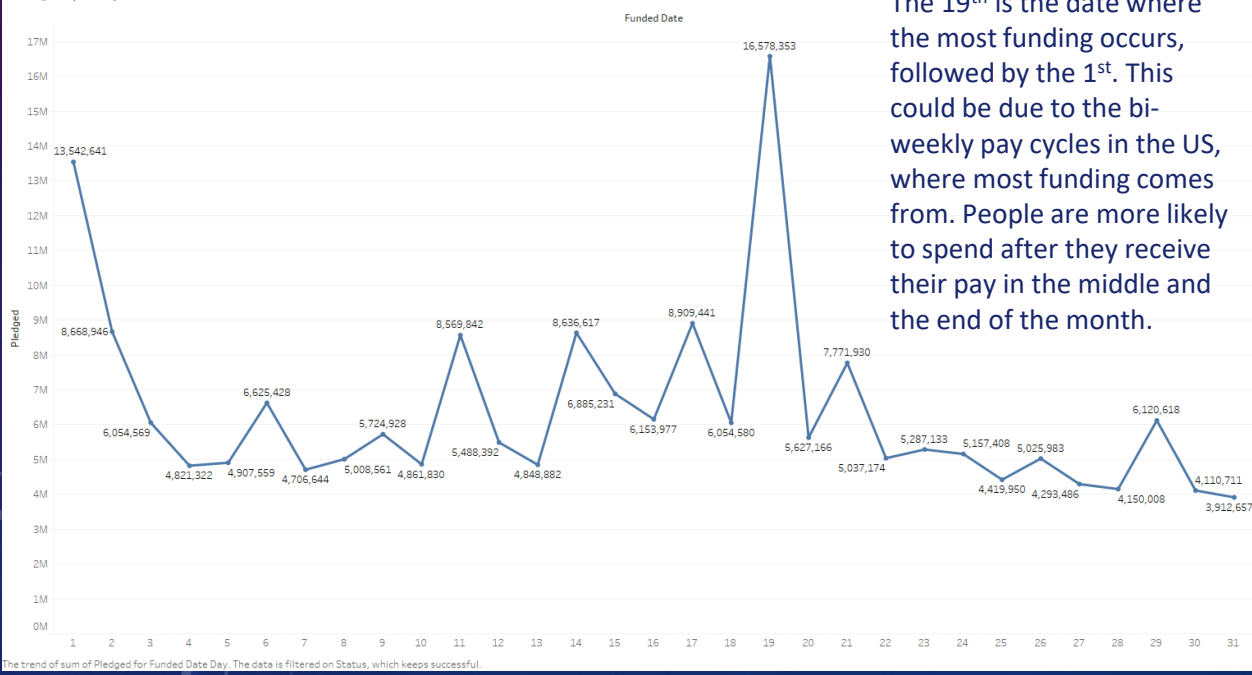
Pledges (Month)



Sum of Pledged for each Funded Date Month. Colour shows sum of Pledged. The data is filtered on Status, which keeps successful.

May is the best month to launch a campaign. A possible reason is that a lot of people receive their bonuses around April in order to file their taxes, hence spending power is much higher. The funding drops in June probably due to people spending money on summer vacations, and is also relatively low in December due to most money being spent on Christmas gifts.

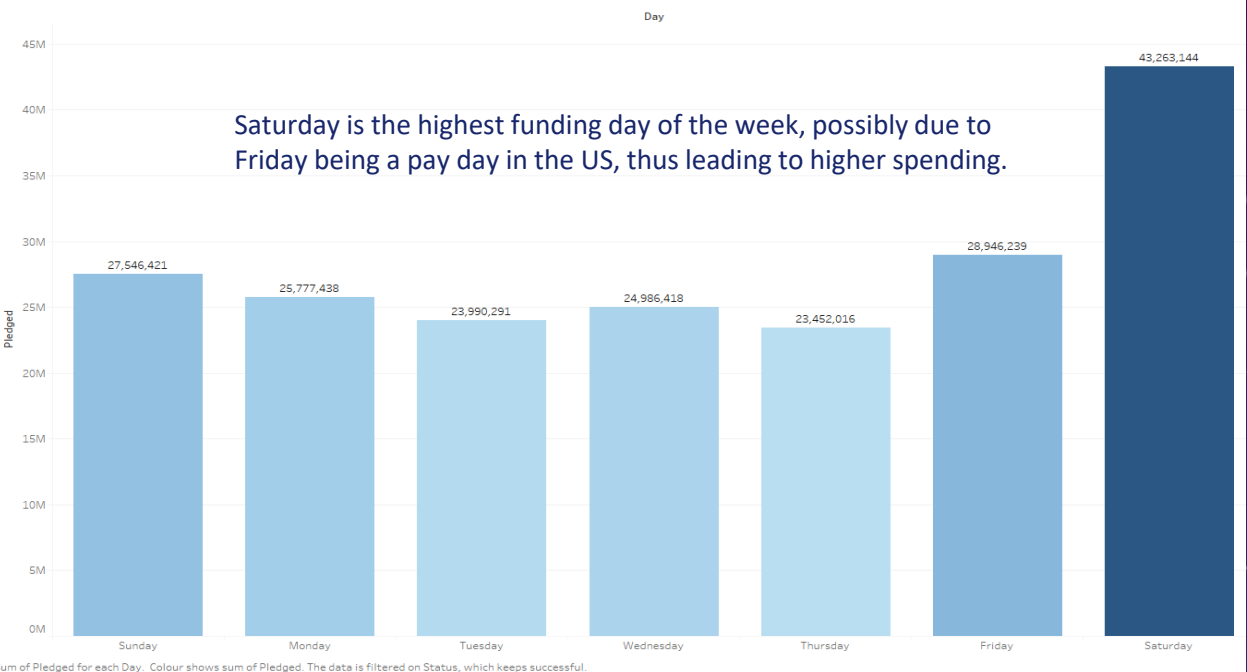
Pledges (Date)



The trend of sum of Pledged for Funded Date Day. The data is filtered on Status, which keeps successful.

The 19th is the date where the most funding occurs, followed by the 1st. This could be due to the bi-weekly pay cycles in the US, where most funding comes from. People are more likely to spend after they receive their pay in the middle and the end of the month.

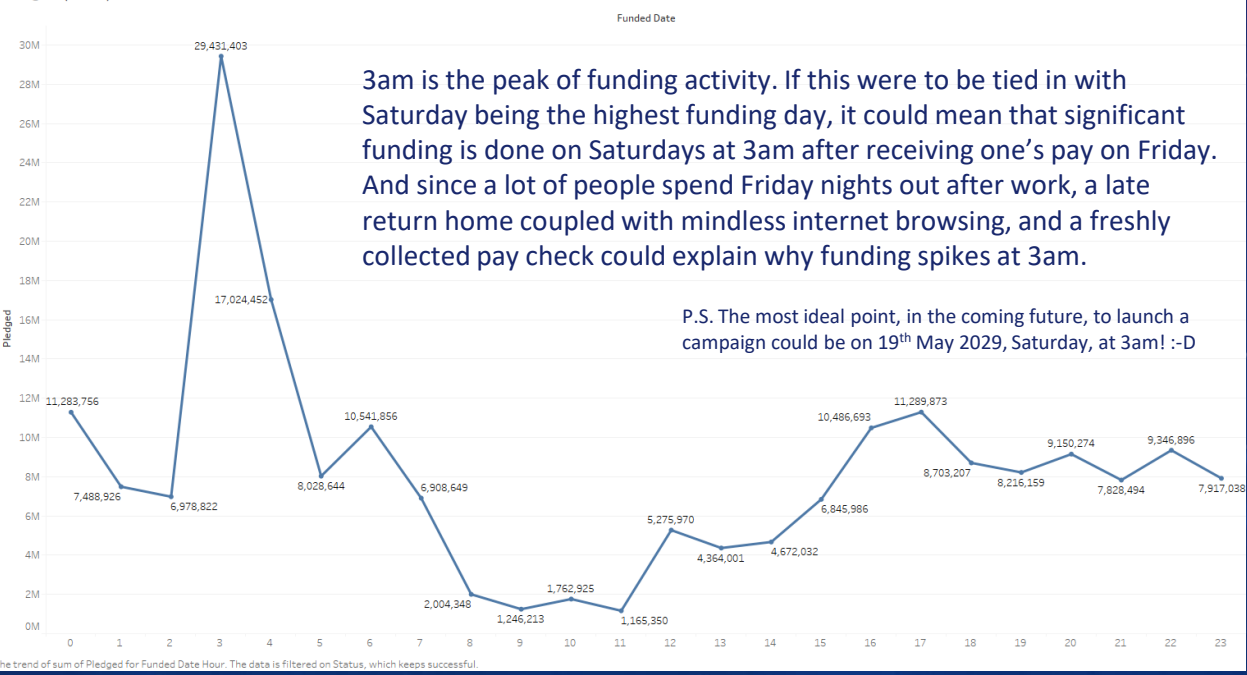
Pledges (Day)



Sum of Pledged for each Day. Colour shows sum of Pledged. The data is filtered on Status, which keeps successful.

Saturday is the highest funding day of the week, possibly due to Friday being a pay day in the US, thus leading to higher spending.

Pledges (Hour)



The trend of sum of Pledged for Funded Date Hour. The data is filtered on Status, which keeps successful.

3am is the peak of funding activity. If this were to be tied in with Saturday being the highest funding day, it could mean that significant funding is done on Saturdays at 3am after receiving one's pay on Friday. And since a lot of people spend Friday nights out after work, a late return home coupled with mindless internet browsing, and a freshly collected pay check could explain why funding spikes at 3am.

P.S. The most ideal point, in the coming future, to launch a campaign could be on 19th May 2029, Saturday, at 3am! :-D