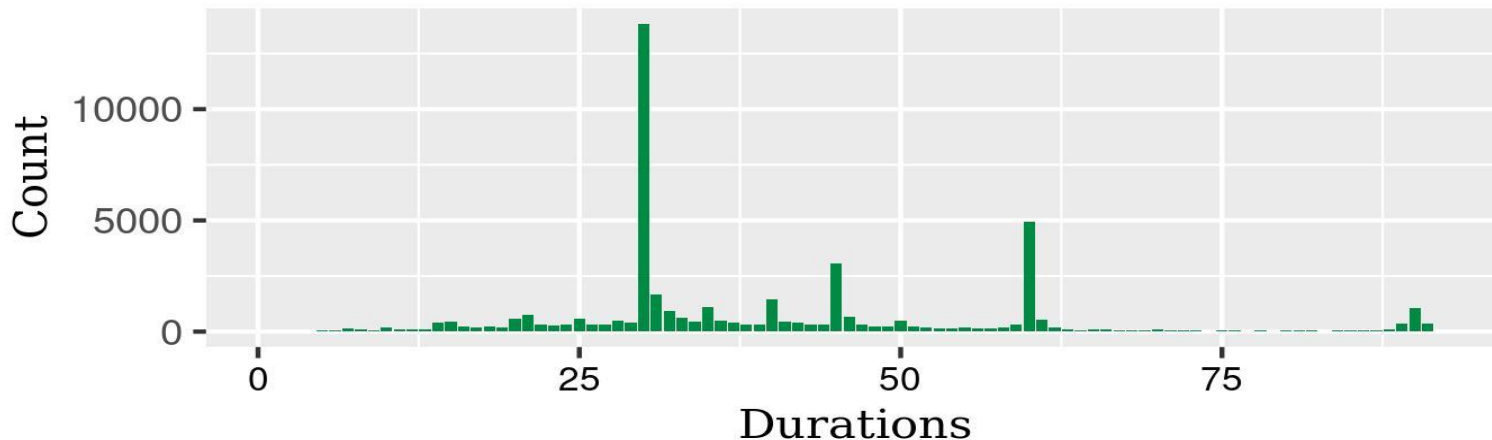


KICKSTARTER CASE STUDY

Distribution of Project Durations

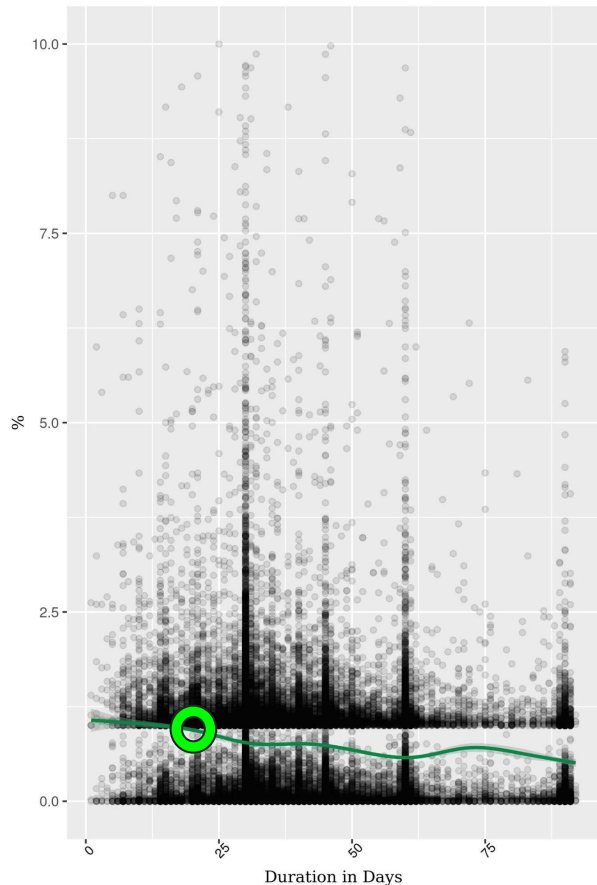


*If you launch your musical conceptual art project on a Friday in October seeking \$750 dollars and set it to last 20 days, are you... **SET?***

*If you launch your fashion project on a Monday in September seeking \$15,000 dollars and set it to last 80 days, are you... **DOOMED?***

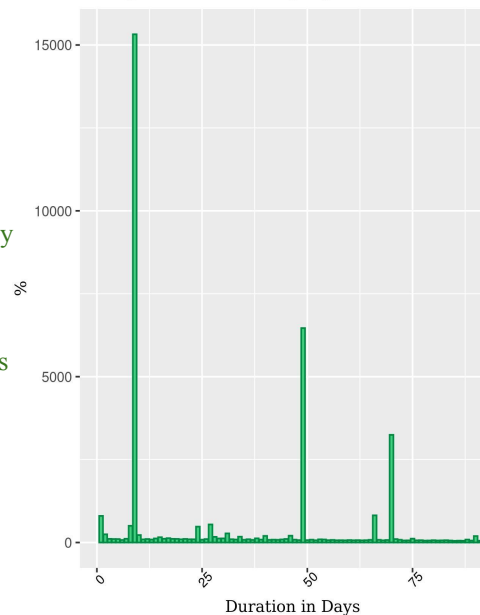
WHAT'S THE BEST LENGTH OF TIME TO RUN A CAMPAIGN?

Correlation of Funded Percentage and Duration

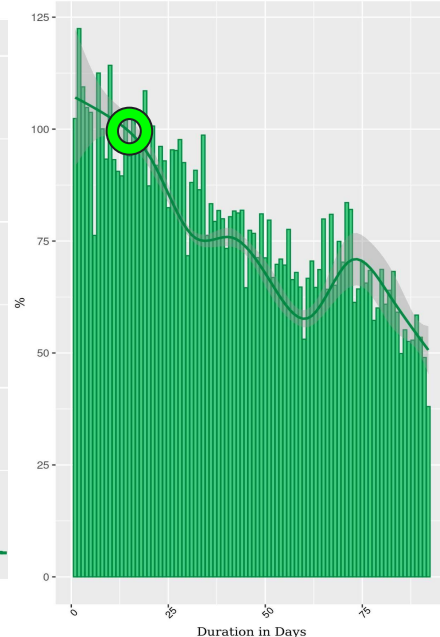


- The plot to the left shows that project durations cluster around month increments, at 30, 60, and 90 days.
- After 15-20 days a project becomes statistically less likely to meet its goal.
- The unfiltered plot immediately to the right shows significant spikes of funded percentage at 9, 49, and 70 days.
- The plot farthest to the right filters out extreme funded percentages over 10x the project goal, and this shows a more gradual negative correlation between duration and funded percentage, again showing a likely drop below 100% funding around 15-20 days.

Average Funded Percentage by Duration



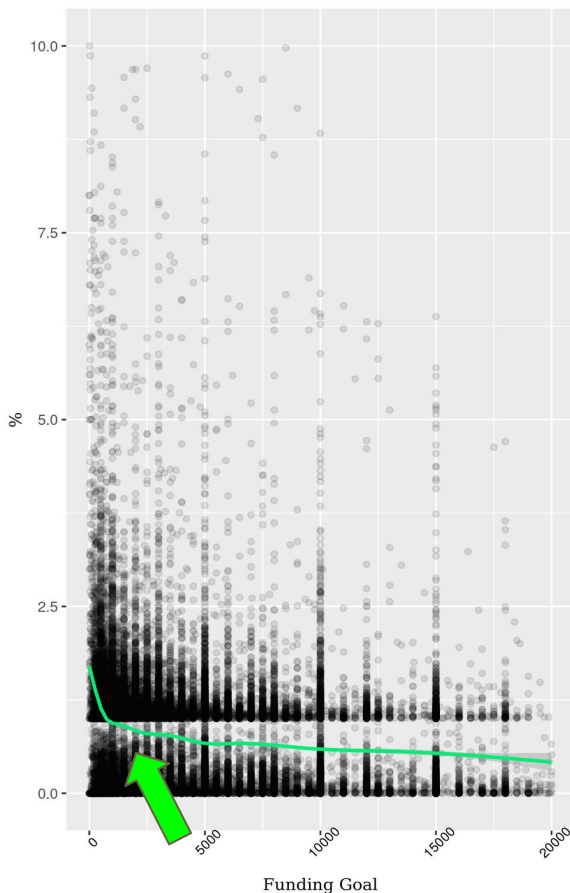
Average Funded Percentage by Duration w/o Outliers



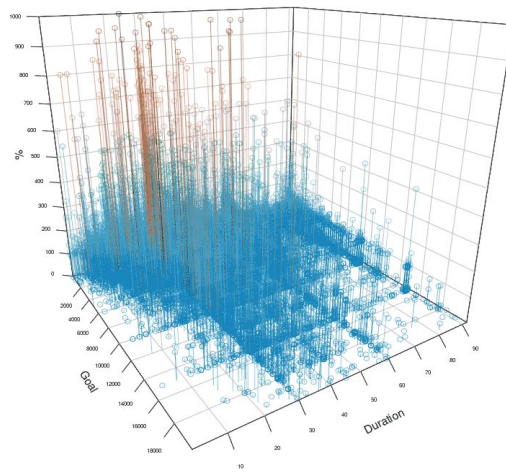
- Given all of the data of this dataset, the correlation between funded percentage and duration demonstrates, at best, a weak negative correlation. Filtering confirms this negative correlation, but the data is insufficient to define causal relationships.
- As projects appear to fall into different classes, with many making a lot of money very quickly and many making a lot of money more slowly, it is difficult to definitively recommend one duration over another, except that in general it appears that shorter durations are generally more successful.

WHAT'S THE IDEAL PLEDGE GOAL?

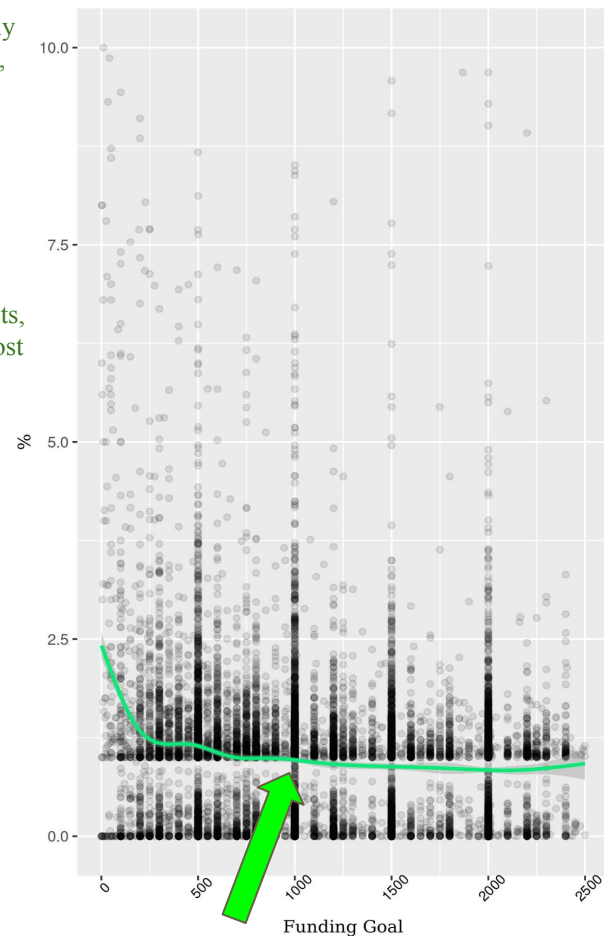
Correlation of Funded Percentage to Goal



- The plot to the left confirms that smaller goals are more easily attainable and the plot to the right shows that, around \$1,000, linear correlation dips below the success/failure line.
- Projects with goals over \$1,000 are statistically less likely to meet their goals, but again, these parameters very weakly correlate except below \$250 and many projects over \$1,000 make well above their target goal.
- It is difficult to make an exact recommendation for all projects, but given the below three dimensional plot, it is clear that most projects cluster and peak below goals of \$1000, and between 20-50 days. (click 3D plot to expand)



Correlation of Funded Percentage to Goal

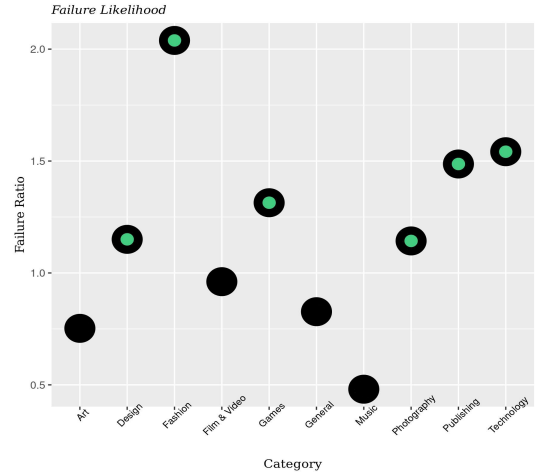


WHAT TYPE OF PROJECTS WOULD BE MOST SUCCESSFUL AT GETTING FUNDED?

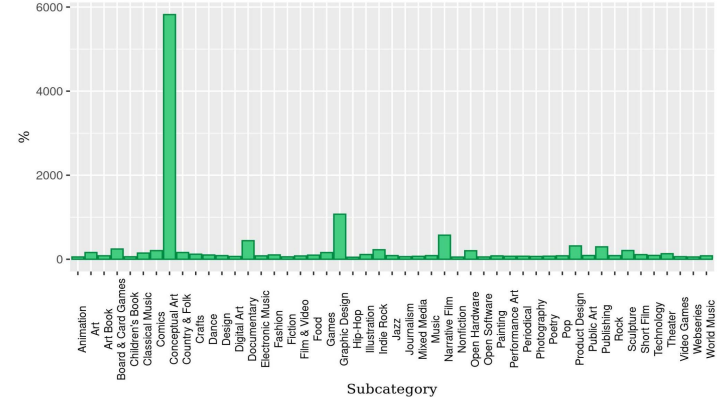
Average Funded Percentage by Category



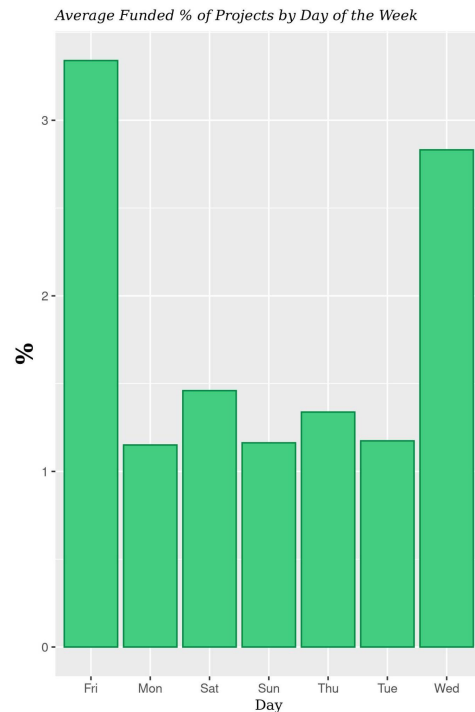
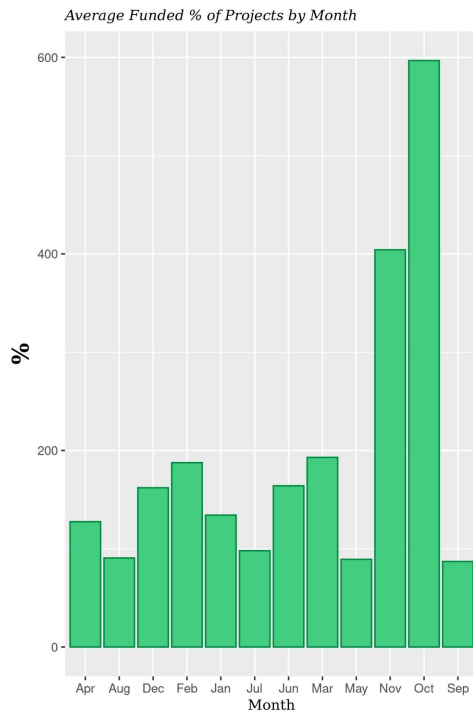
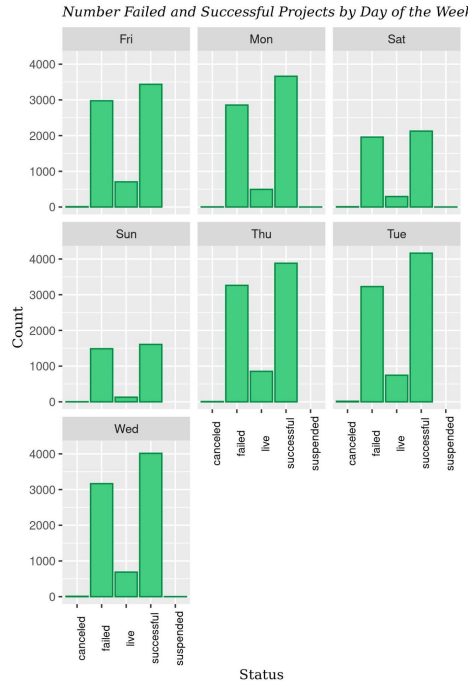
- The data is much clearer when it comes to the success and failure rates of different categories and subcategories.
- The plot to the right shows us that Art, on average, yields the highest funding returns, followed closely by Design, and Film & Video. Food Photography, and Publishing, on average, are likely to fall below 100% funding.
- The plot in the top right shows ratios of failure to success for the top and bottom performing categories. While the category of Music has a very average funded percentage, Music projects are the MOST likely to simply meet their goal. Also, while Fashion projects also have very average funding percentages, they are LEAST likely to simply meet their goal.
- The plot in the bottom right shows that in terms of average funding percentages, the subcategory of Conceptual Art vastly outperforms the other subcategories.
- Causation or rationale behind these correlations doesn't exist in the data, but these analyses do give a clue about perhaps the varying enthusiasm, community strength, or relatability of different project categorizations that make them that much more likely to succeed.



Average Funded Percentage by Subcategory



IS THERE AN IDEAL MONTH/DAY/TIME TO LAUNCH A CAMPAIGN?



- The plot to the left shows that most projects are launched on weekdays, and that, in general, projects are more likely to succeed than fail.
- The middle plot shows us that projects launched in November and October far outperform projects launched in other months, while projects launched in May, July, August, and September are statistically likely to fall short of their goal.
- Farthest to the right, this plot shows us that projects launched on Wednesday and Friday vastly outperform projects launched on other days, but none fall below the success/failure line.