

# Analyzing Kickstarter Data

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# How to maximize money raised from Kickstarter campaigns



# Product Categories

Negative effect

1. Video Games
2. Civic Design
3. Non Fiction

# Product Categories

Positive effect

1. Gadgets
2. Product Design
3. Tabletop Games



# Staff Picks

To boost visibility?

Too niche?

# Factors that didn't affect pledged amount

GDP (adj for population and cost of living)

Country

Campaign Duration

Goal amount

# Interesting Beta Factor

The letter count average  
in the blurb (description)

Each increase in the average  
number of letters in a word in the  
blurb is worth an extra \$455

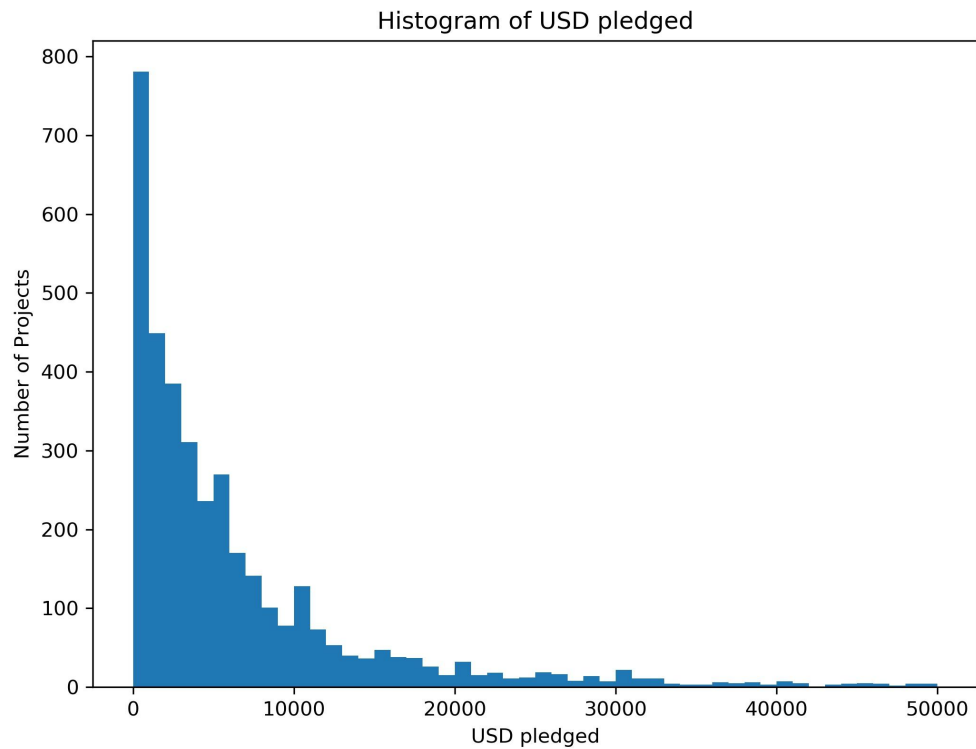
# Interesting Project



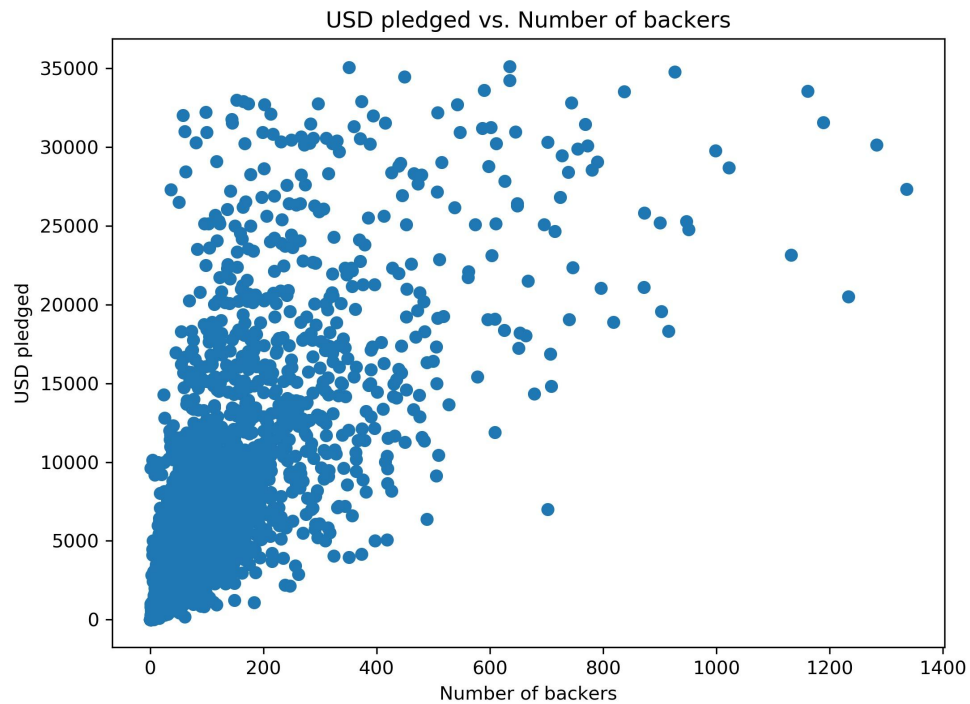
<https://www.kickstarter.com/projects/1398120161/sunmade-cheese-a-solar-panel-cleverly-disguised-as>



# Analysis



# Analysis



# Conclusion

Fundamentals of a project launched on kickstarter might be able to predict money pledged. Besides choosing a good category, the most significant factors for increasing dollars pledged were the average number of letters per word in the blurb and the number of backers. This possibly could imply that the more successful projects wrote better blurbs and attracted attention effectively through media and advertising.