

Identification of sustainability-focused campaigns on the kickstarter crowdfunding platform using NLP and ML boosted with swarm intelligence

Data Analysis: part 3

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A. Introduction

We continue our analysis with the filtered dataset from part 2. We categorized the samples into categories according to social and environmental relevance. However, there is only a very low number of social and environmentally relevant startups and a successful derivation of conclusive results on success of the campaigns solely from social/environmental point of view might not be feasible.

Number of samples marked as environmentally relevant: 1047; i.e, 0.751 % of total samples

Number of samples marked as socially relevant: 698; i.e, 0.500 % of total samples

Number of samples marked as success: 76642; i.e, 54.943 % of total samples

Number of environmentally successful samples: 341; i.e, 0.244 % of total samples

Number of environmentally successful samples: 291; i.e, 0.209 % of total samples

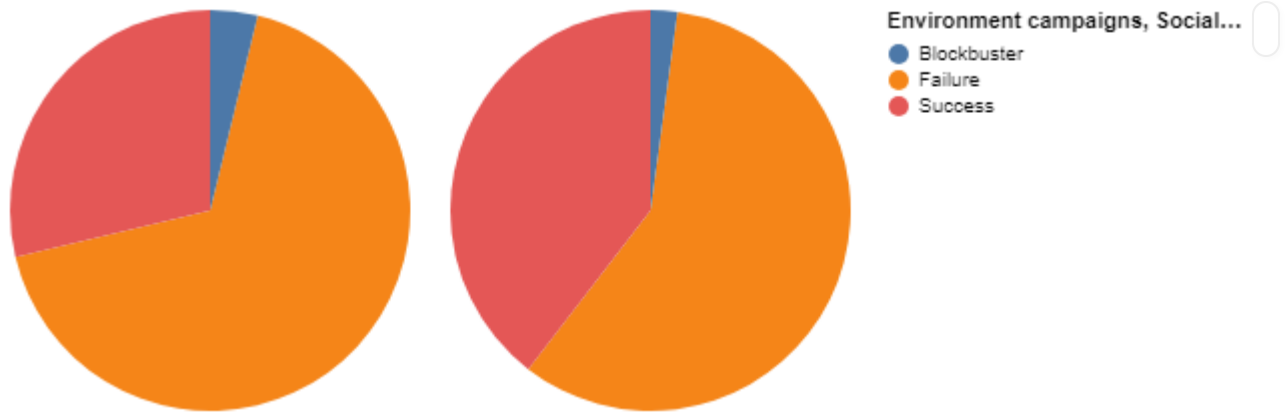
Nevertheless, we extract and focus our analysis on the environmentally and socially relevant campaigns.

B. Visualizations

Here we visualize the distribution of social and environmental campaigns with respect to various features such as various success levels achieved, funding amount targets, country of the campaign etc.

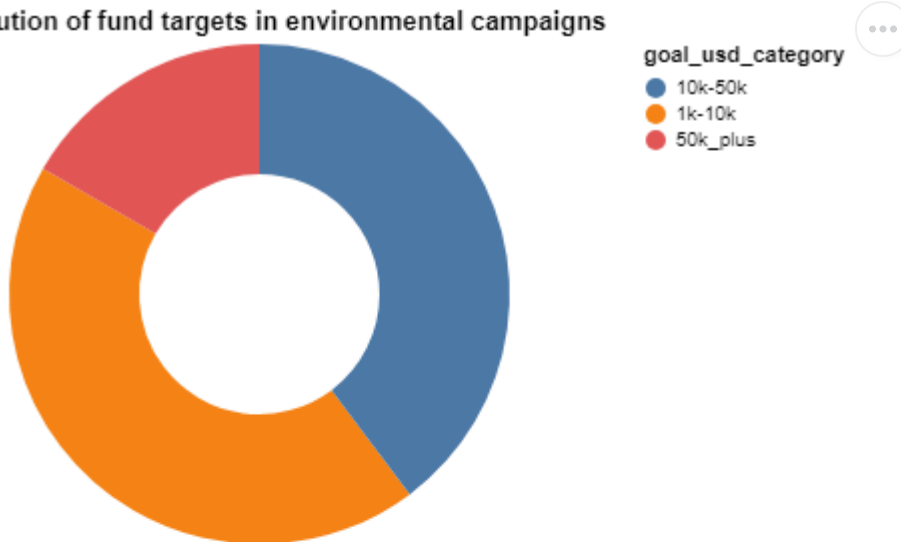
B.1 Success levels of campaigns

The funding success levels of campaigns are plotted here.



Similar trends are observed for both social and environmental campaigns. Almost $\frac{3}{4}$ of campaigns of both type failed to acquire the required funding. Almost $\frac{1}{4}$ of the campaigns from both categories were success- they acquired maximum upto 300% of the requested funding. A very small percentage of the campaigns acquired more than atleast 300% funding.

Distribution of fund targets in environmental campaigns

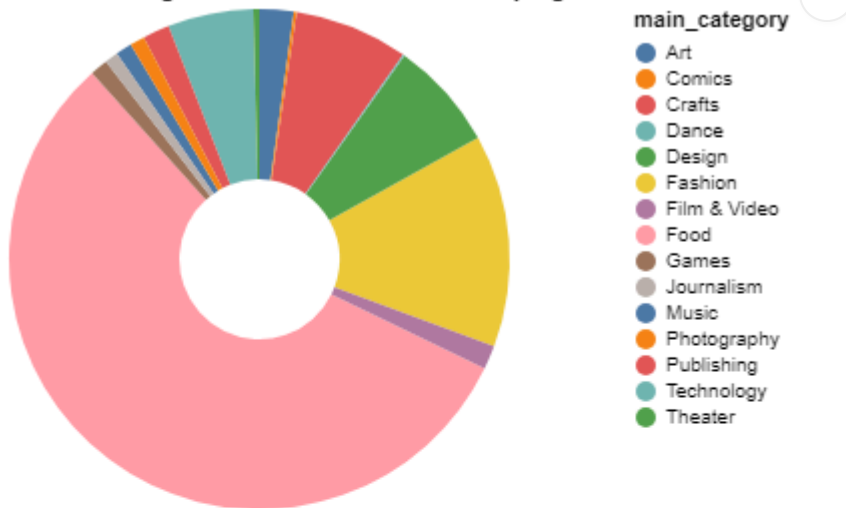


Distribution of fund targets in social campaigns

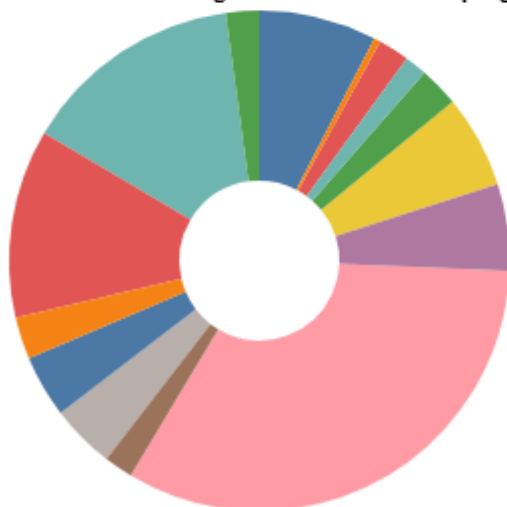


Similar trends are observable in the funding amount targets. In both social and environmental categories, little **less than one-half each of all campaigns** targeted amounts in the **range of 1k-10k USD and 10k-50k USD**. Around **1/8th of the campaigns** requested **more than 50k USD**.

Distribution of categories in environmental campaigns

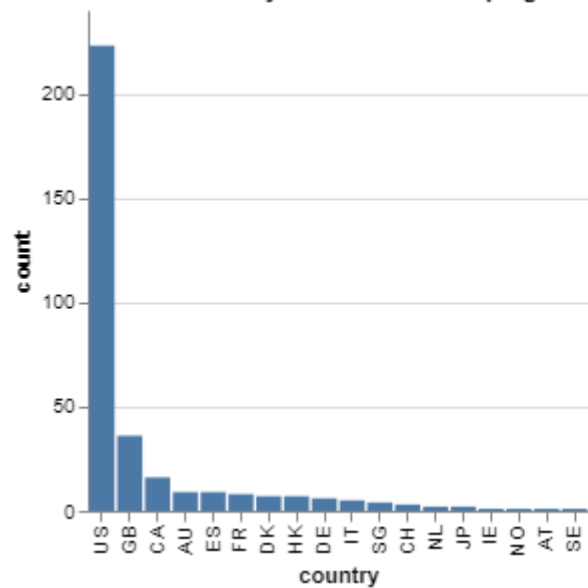


Distribution of categories in social campaigns

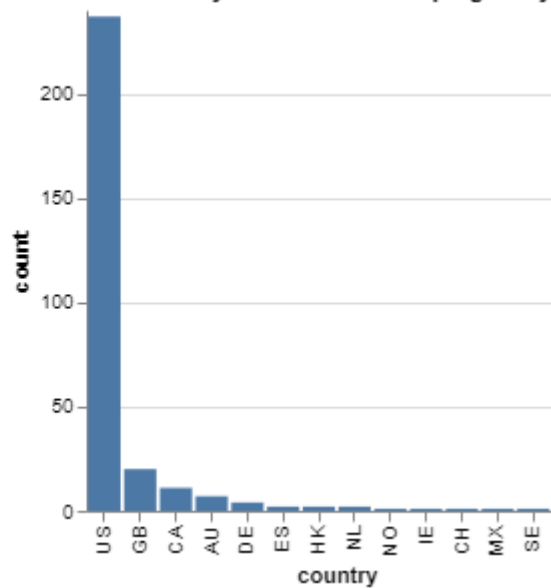


The distribution of categories in which the funding was requested shows interesting trends. More than **one-half** of the requests in environmental categories are **food-related, followed by fashion**, showing that there are many campaigns which are targeted to find environment-friendly solutions in these 2 domains. The **social campaigns also lead** in the food category, followed by **technology, art and publishing**.

Count of Environmentally successful Campaigns by Country



Count of Socially successful Campaigns by Country



The country contributions show similar trends. **United States (US)** leads in both categories, followed by **Great Britain (GB)**, **Canada (CA)** and **Australia (AUS)**.