Introduction

> What makes a crowdfunding campaign successful? :

>> Focused of visualizing the data, instead of predicting

>> Analyzed many campaign parameters

> Spoiler: there is no clear answer

Methodology

> Built the pipeline:

  >> Many functions within a Pandas file

  >> Several .csv output files

> Started working with *all* available data (171381 projects)

> Analyzed the results and recleaned the data

> I cheated! I used some visualization tools

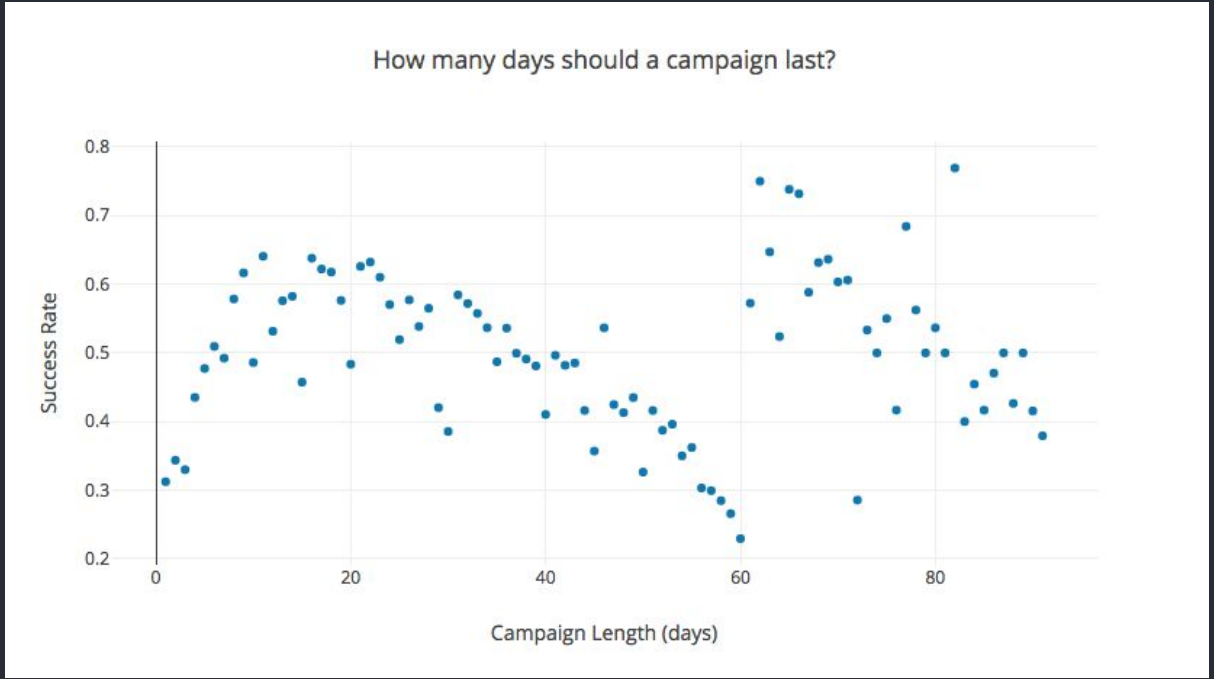
Experimental setup

> Clean the data

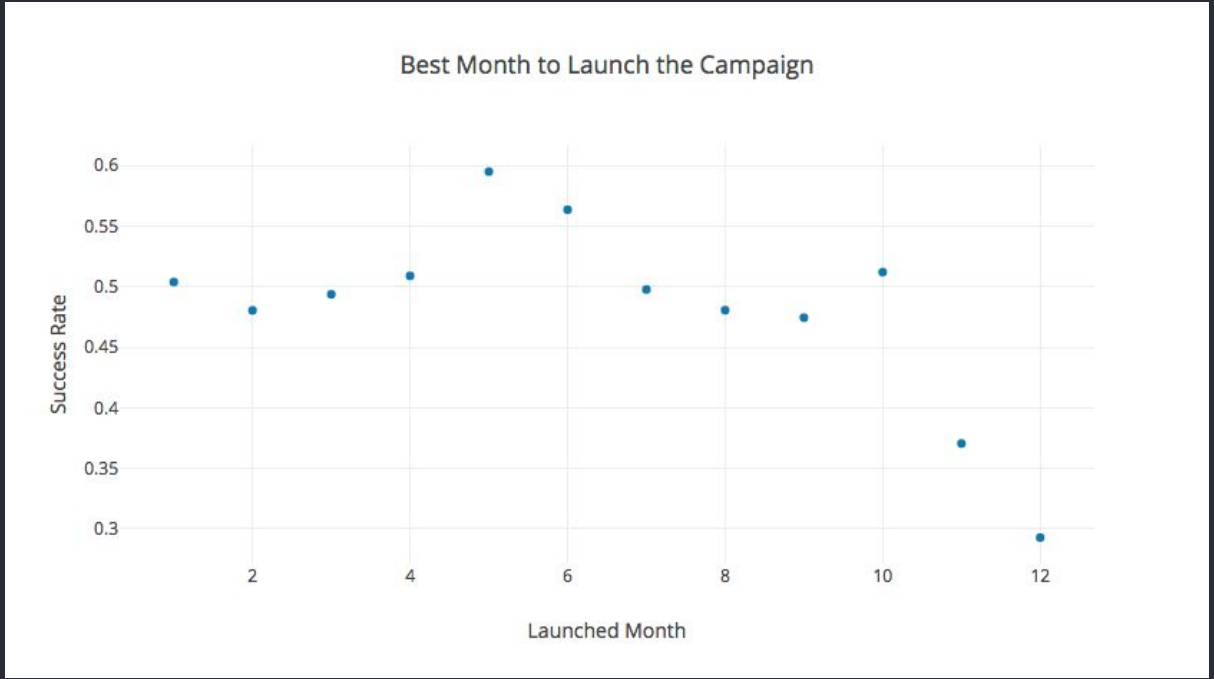
> Coding tools

> Data visualization tools

Results: Plotly



Results: Plotly



Results: Carto

> Percentage of success per country

> Countries with more than 10 proj.

Results: Carto

> Percentage

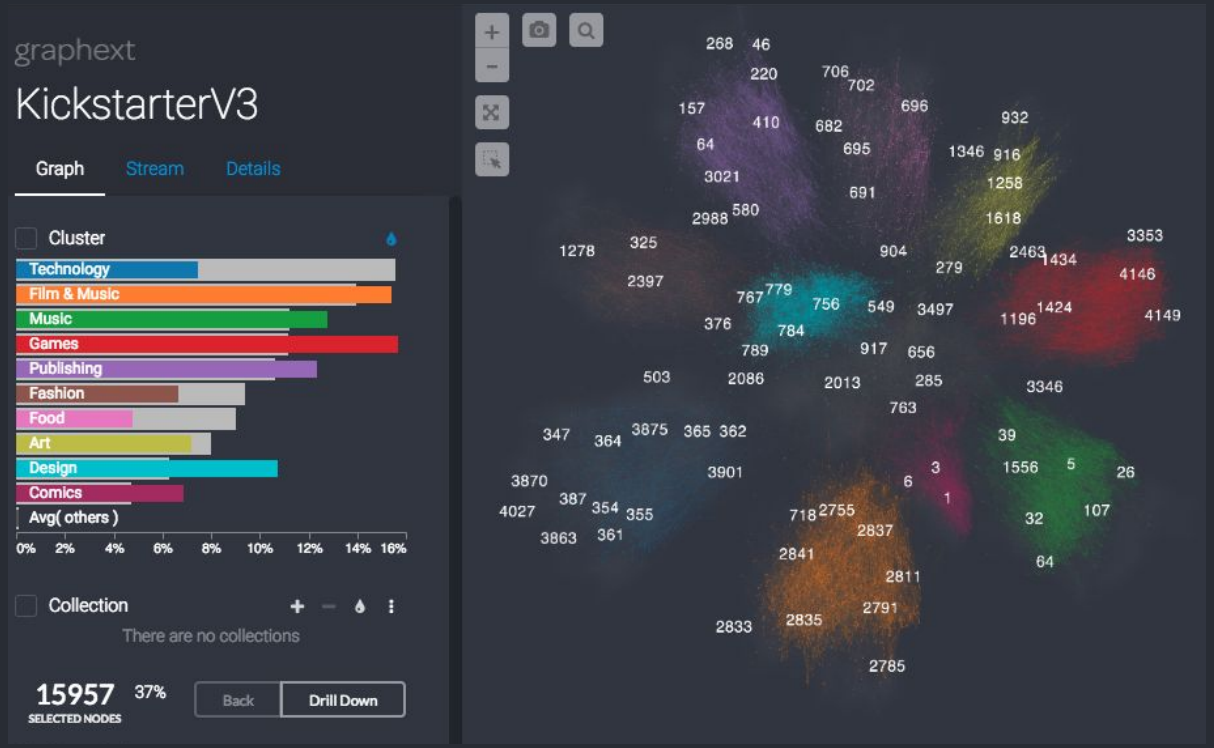
> Density

> Examples:

>> Finland

>> Italy - Germany

Results: Graphext



> Build cluster from:

>> Category (main)

>> Length of campaign

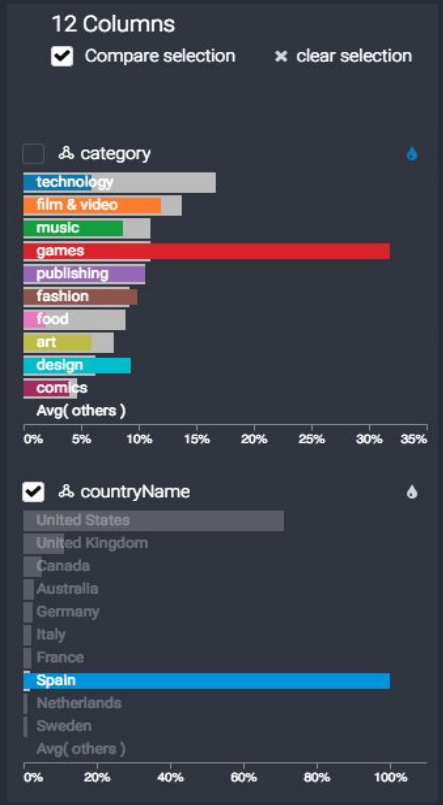
>> Number of backers

>> Country

>> Goal

>> Month of launch

>> Name of project



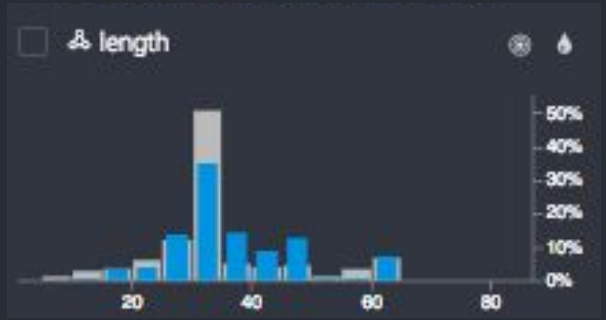
> Successful projects in Spain, compared by category

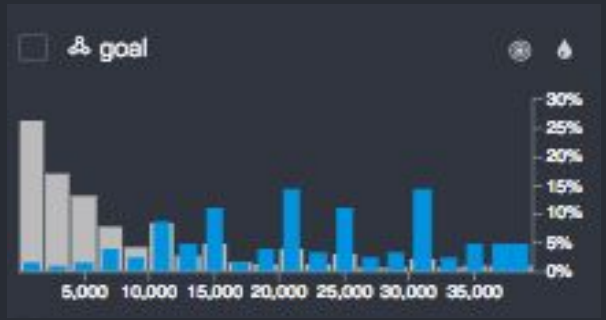
> Pledged more than 80k:

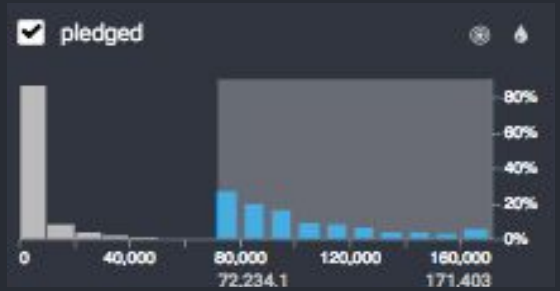
>> Optimal length of campaign increases

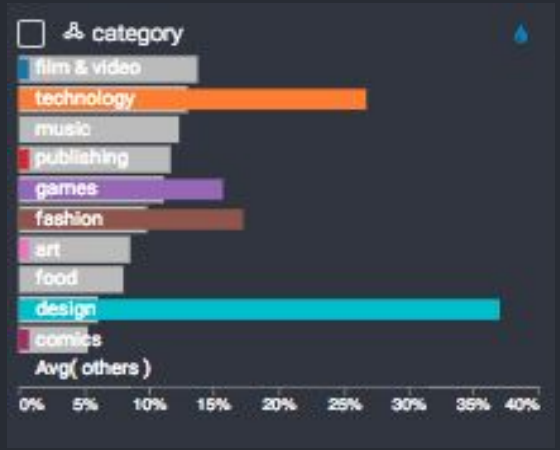
>> Aimed for more than 10k

>> Tech and Design









Discussion

> There is not a “recipe” for succeeding

> There are some indicators:

  >> Category, country, timing...

  >> Do not aim for a lot of money

> Build a Neural Network

> Even with AI, it would be needed:

  >> Game Theory complex model

  >> Measure (somehow) the degree of innovation

Thanks!
Questions?