

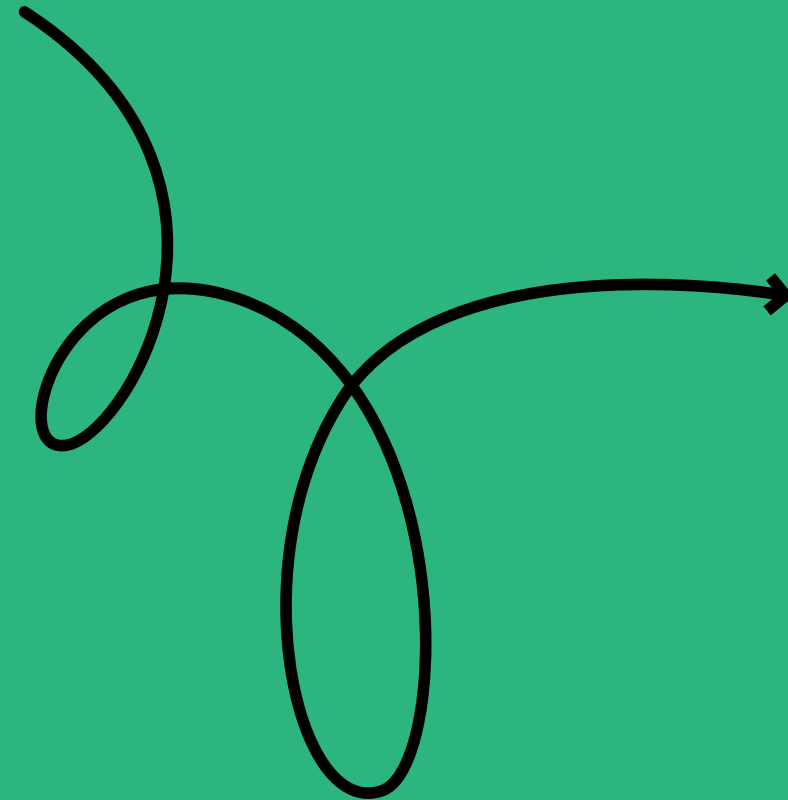
DECODING KICKSTARTER: DATA-DRIVEN STRATEGIES FOR CAMPAIGN SUCCESS

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Introduction

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Key Insights & Findings

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Actionable Insights and
Recommendation

INTRODUCTION

- Analyzing key factors like **category**, **goal amount**, and **duration** to understand what drives funding.
- Identifying patterns in successful campaigns to help creators make informed decisions.

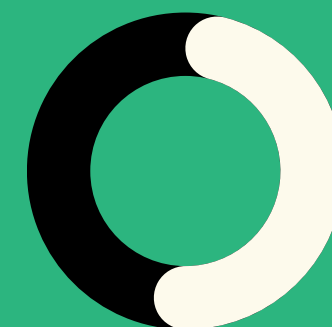
Key Features



Kickstarter supports
including music, technology,
food, and design and so on.

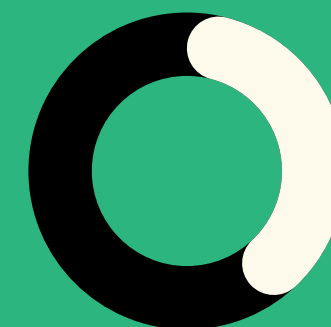


had launched us
data included .



54.72%

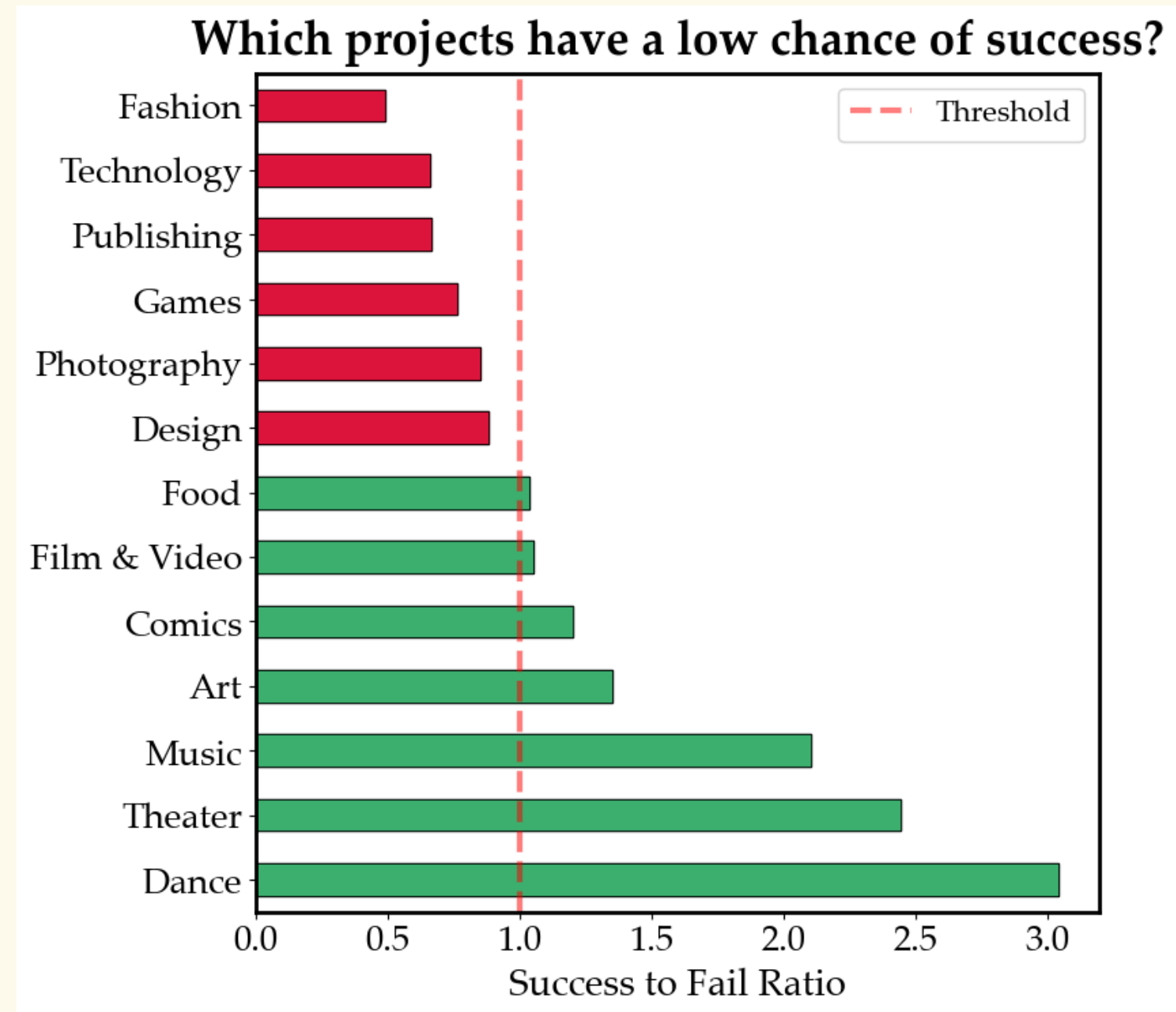
SUCCESSFUL PROJECTS



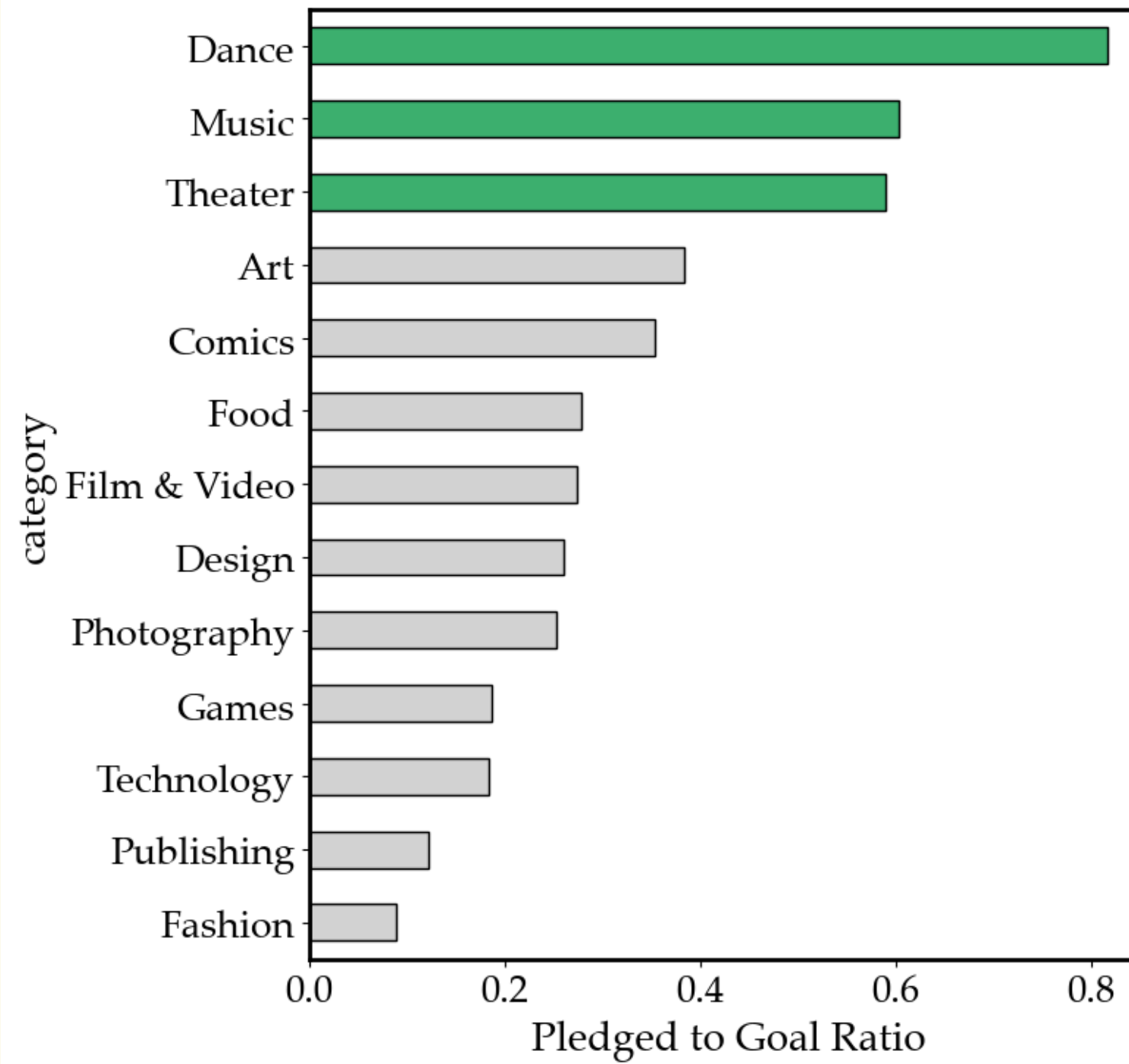
45.28%

FAILED PROJECTS

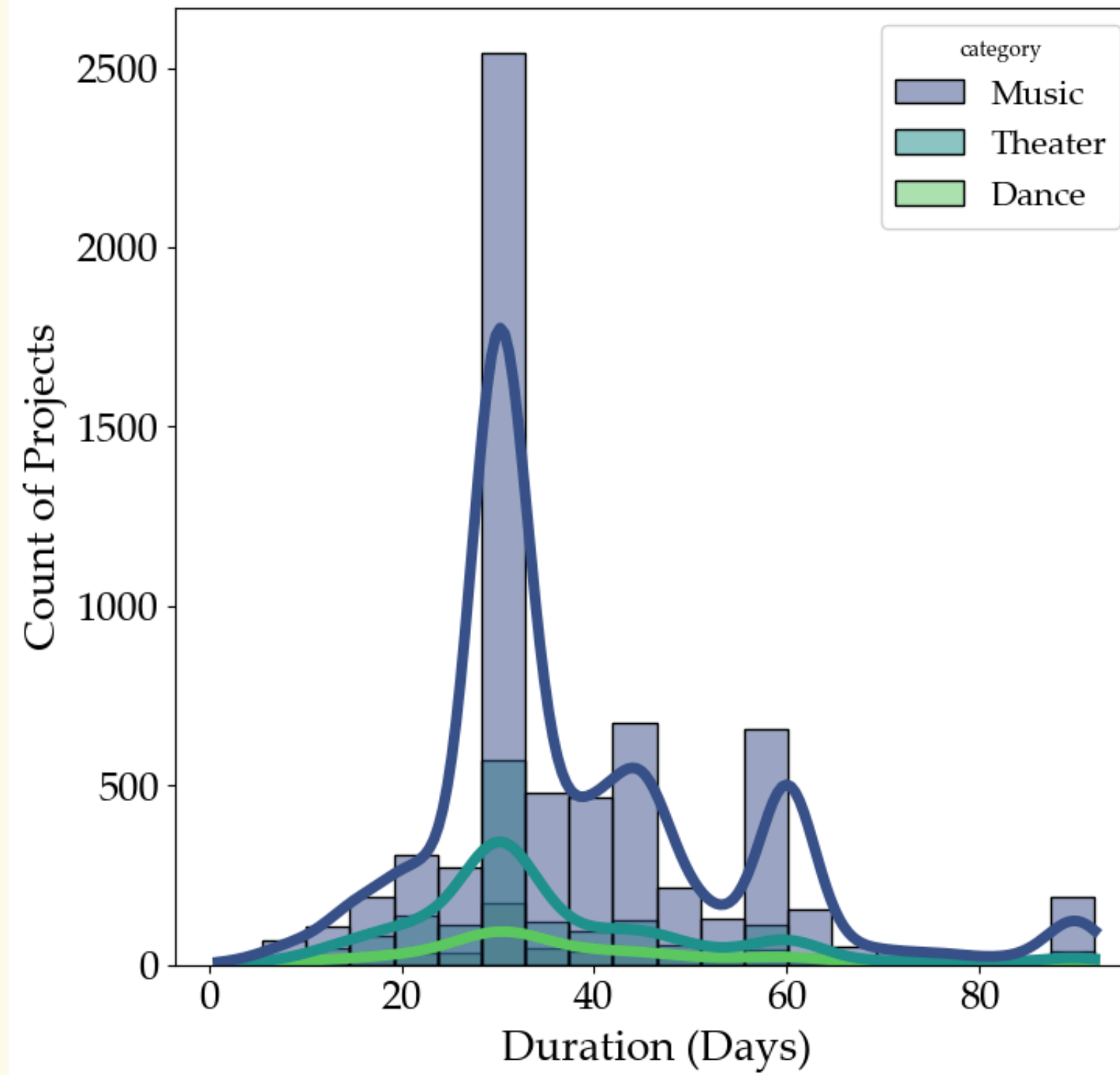
Fail or Success



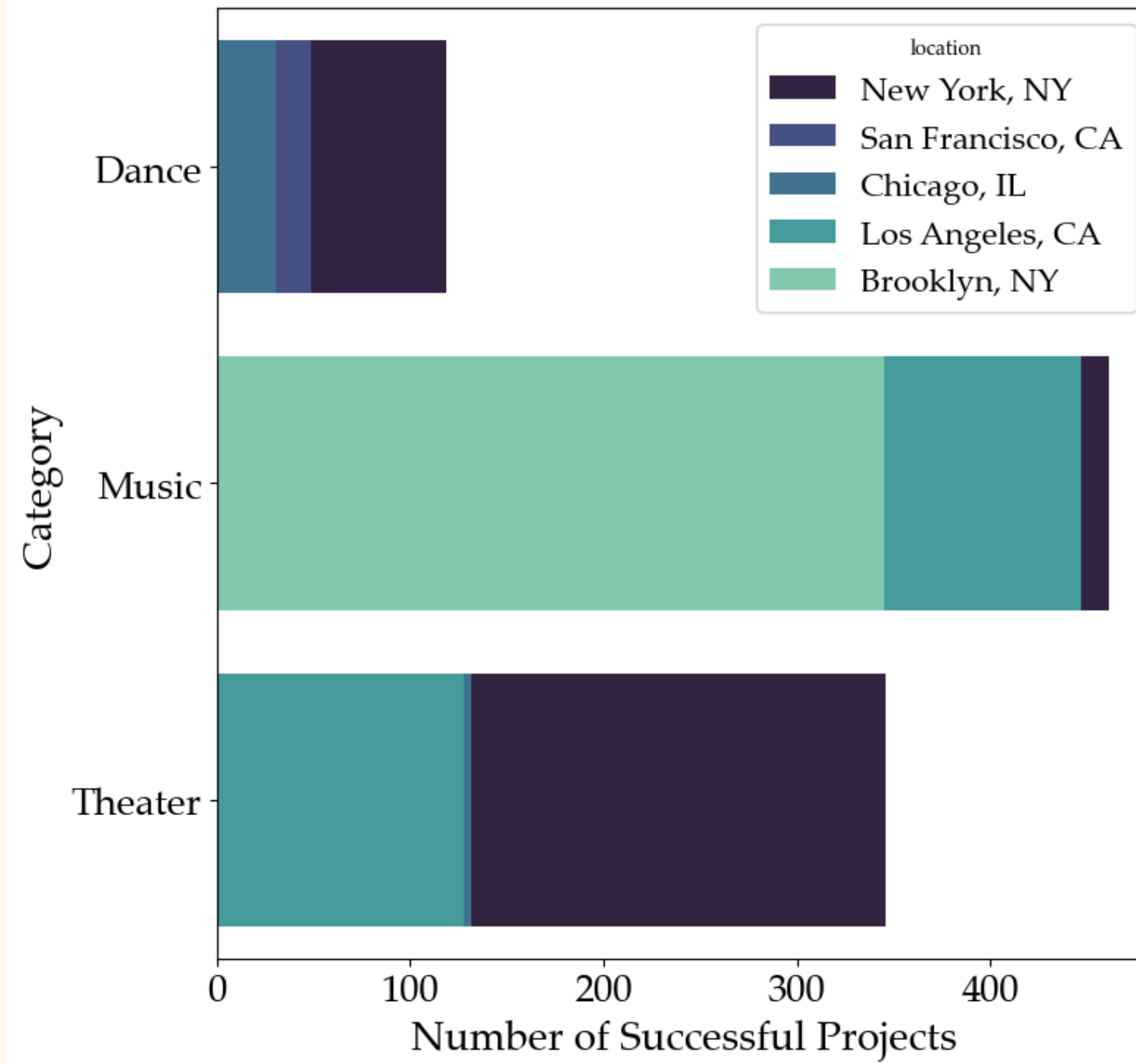
Top 3 Categories: Most Likely to Get Funded



The Ideal Project Duration: Successful Cases

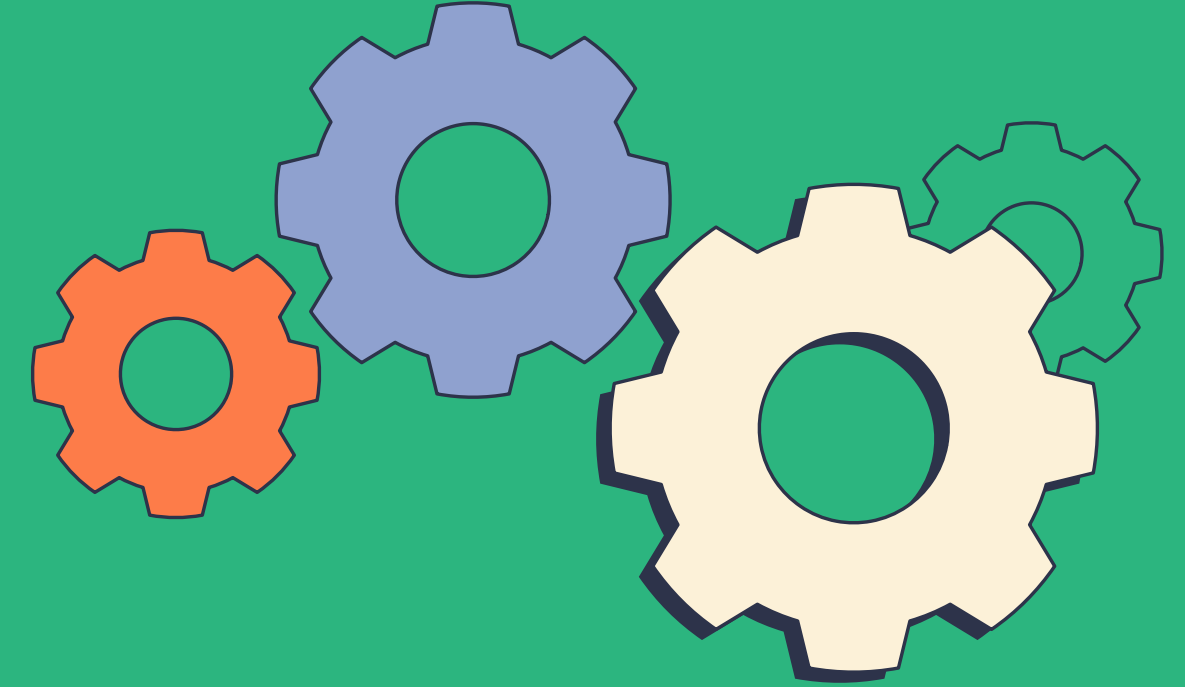


Best Locations for Successful Projects by Category



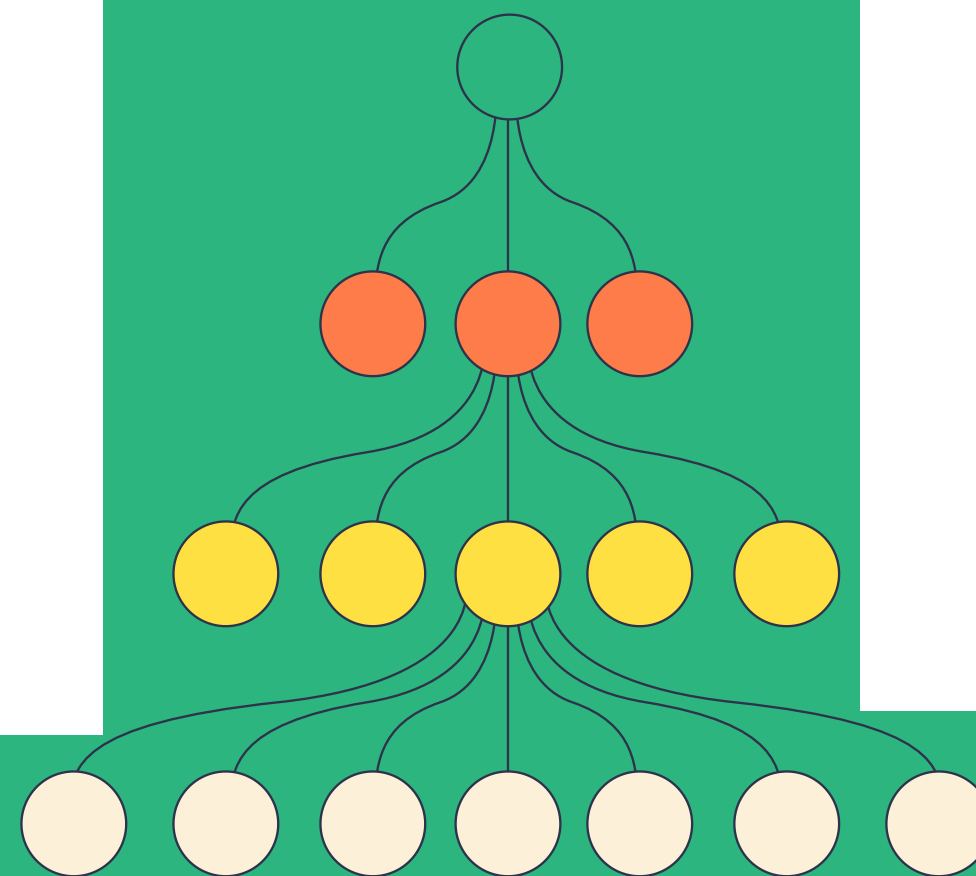


No One can predict the future. But a machine can!

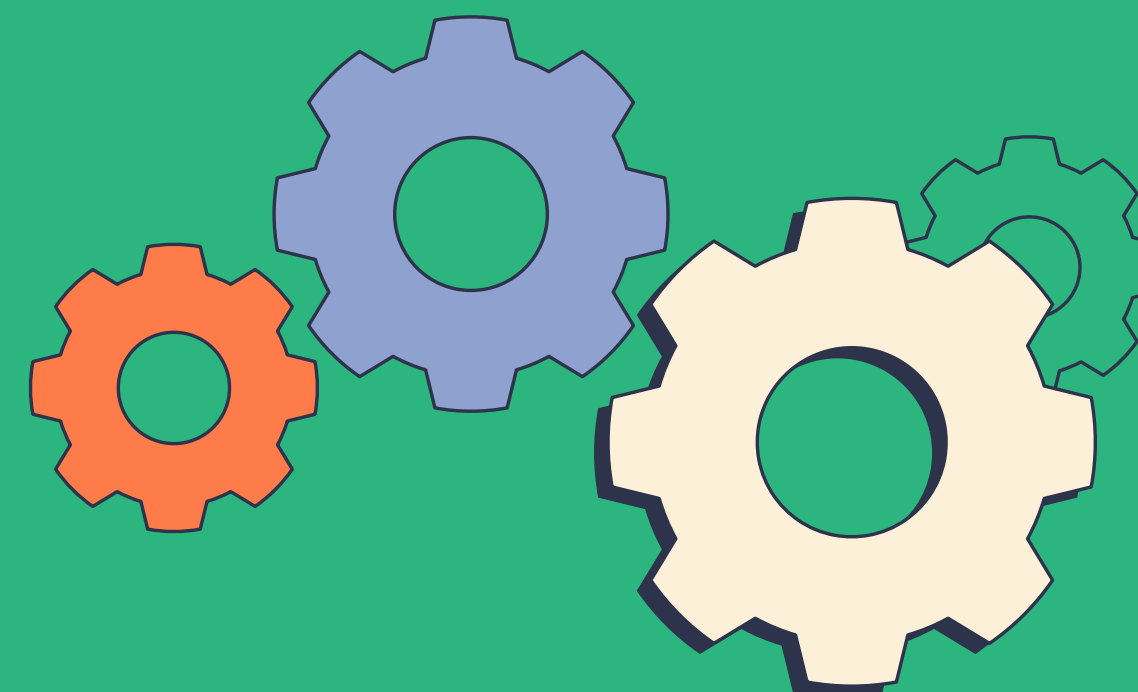
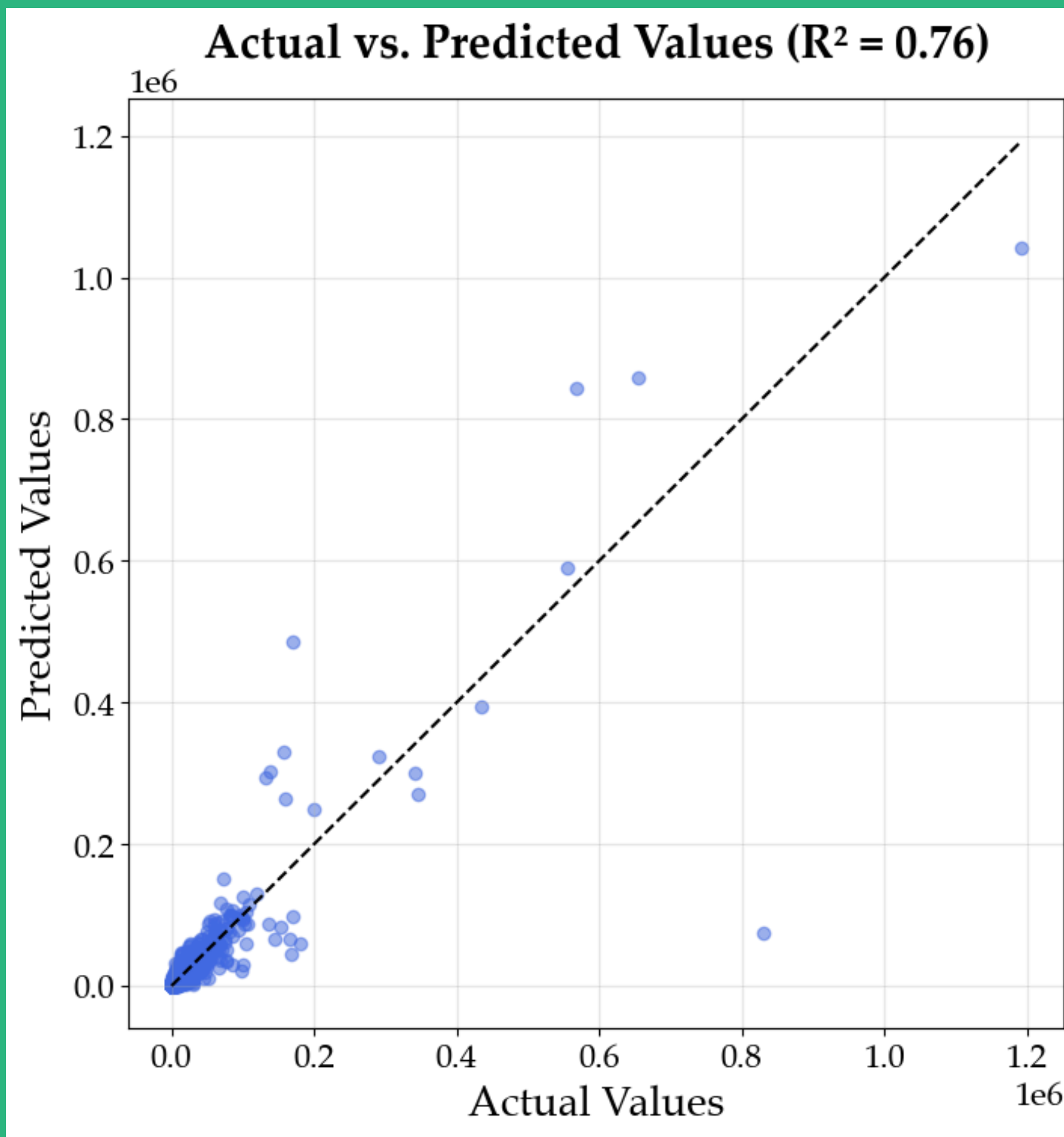


Our team have developed a machine
algorithm model that can predict the
amount of the project pledge:

```
RandomForestRegressor  
RandomForestRegressor(random_state=42)
```



selected features =
subcategory,
location, goal,
backers, updates_per_day
predicted value = pledged



**our model has ~76.45% of the variance in
the target variable (Pledge amount)**

Recommendations:



Projects with a higher success rate :

- **Dance**
- **Music**
- **Theater**



On a median basis, these projects receive a substantial amount of funding and attract a significant number of backers.



Launching a project in any of these categories on Kickstarter is highly recommended.

Recommendations:

1. Optimal Duration: 30 Days



The median duration of successful projects in these categories (Dance, Music, Theater) is 30 days.

2. Top Location: New York, USA



New York state leads in funded projects across these categories. Brooklyn city alone has hosted over 350 successful music projects

THANK YOU