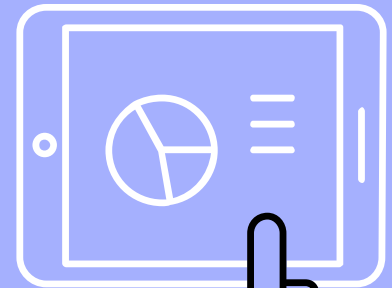
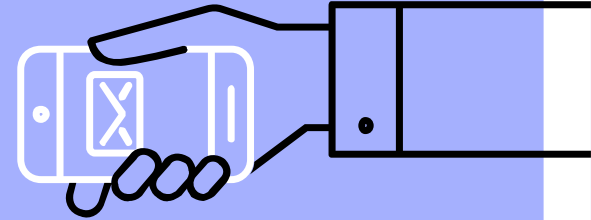
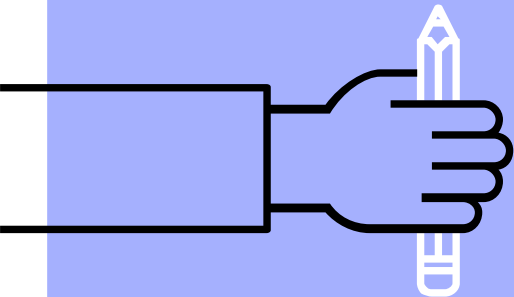
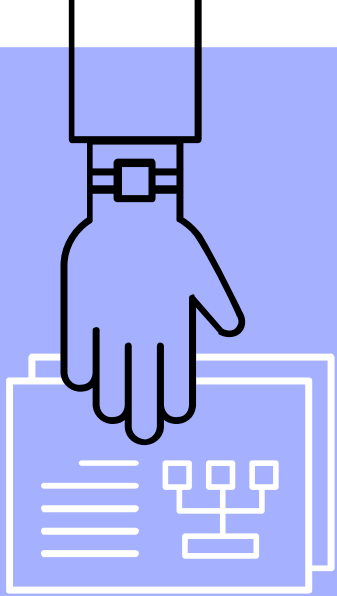


# Kickstarter Projects Analysis



# The Problems:

## **Exemplary new projects to showcase**

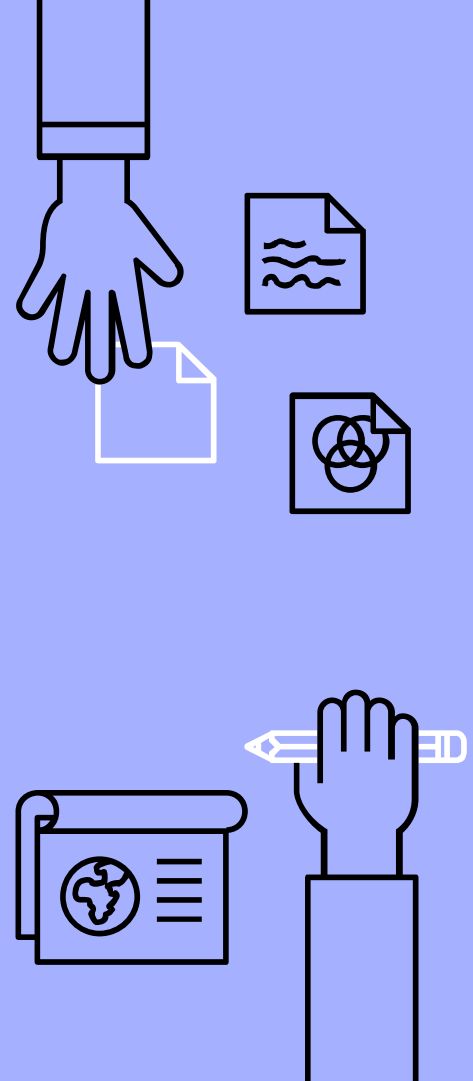
We are launching soon a big online marketing campaign and we want to include some new projects: What are the best choices (e.g. category, duration,...) for exemplary projects to showcase in the campaign?

## **We need more successful rates**

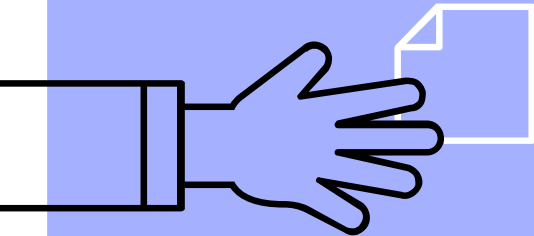
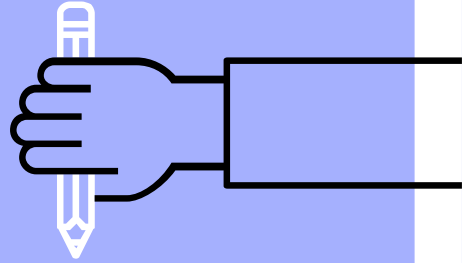
The actual rate is around 40%.

What tips and advices can we give to the users to have better chances to get them projects funded?

**Can we answer this using Data?**



# Exemplary new projects to showcase



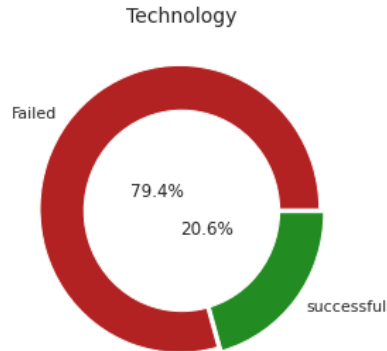
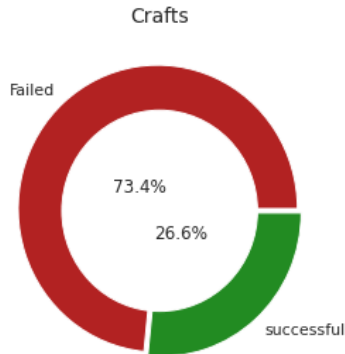
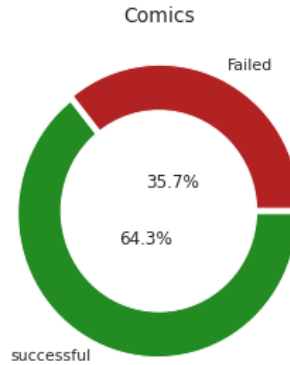
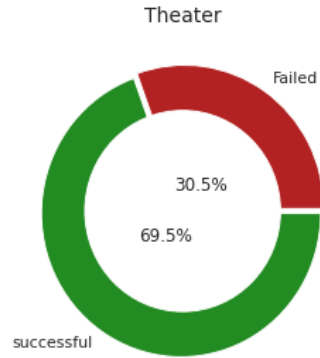
Let's start with the first  
problem

# Categories Analysis / USA

- ▶ Comics, Theater and Music have better chances to succeed
- ▶ Avoid Publishing and Technology



## Best and worst categories in the GB



## Categories Analysis / GB

Comics and Theater have more chances for success in the GB.

Crafts and technology are strongly to avoid!

# Best and worst Categories in Canada

Comics and Theater have more chances for success.

Journalism and Comics are strongly to avoid!



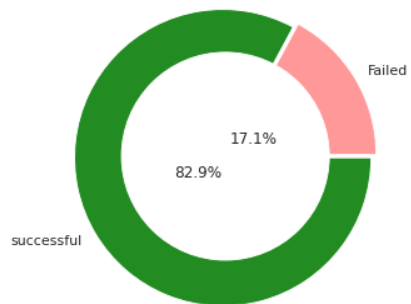
“

*What are the best  
showcases for the  
top Categories  
+ Theater  
+ Comics*

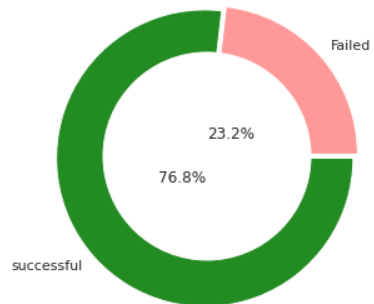


## Best scenarios of the category Theater

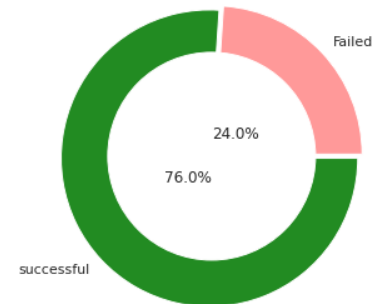
Duration:30 to 40 days, Goal:below 1000\$



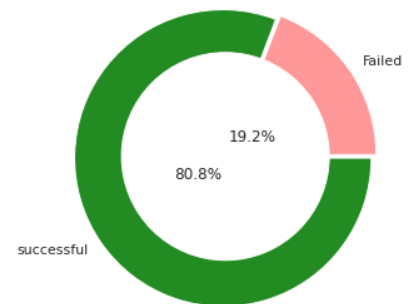
Duration:30 to 40 days, Goal:1000 to 2000\$



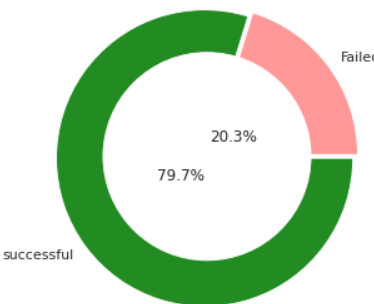
Duration:10 to 20 days, Goal:3000 to 4000\$



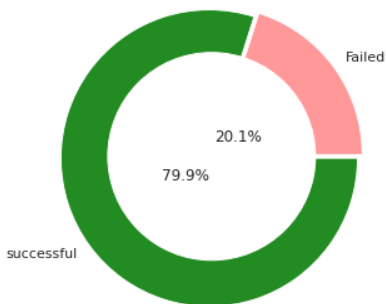
Duration:10 to 20 days, Goal:below 1000\$



Duration:10 to 20 days, Goal:1000 to 2000\$



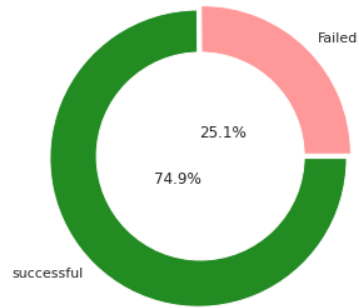
Duration:10 to 20 days, Goal:2000 to 3000\$



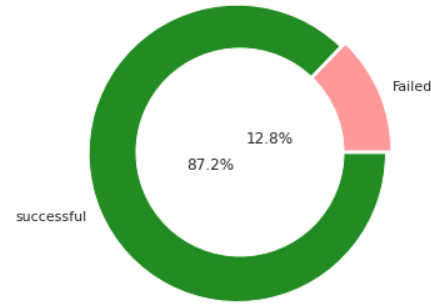


## Best scenarios of the category Comics

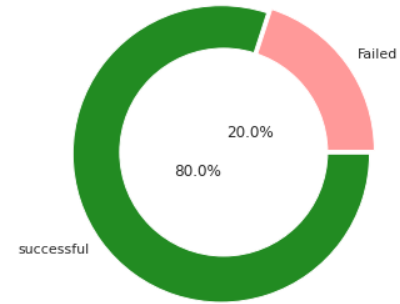
1Duration:20 to 30 days, Goal:below 1000\$



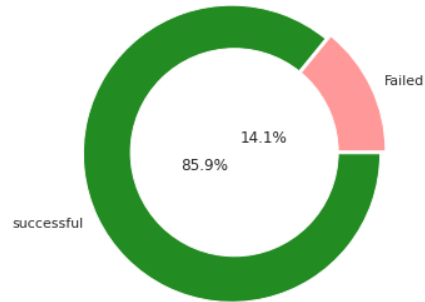
Duration: until 10 days, Goal: below 1000\$



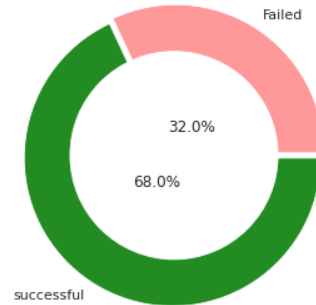
Duration:10 to 20 days, Goal:3000 to 4000\$



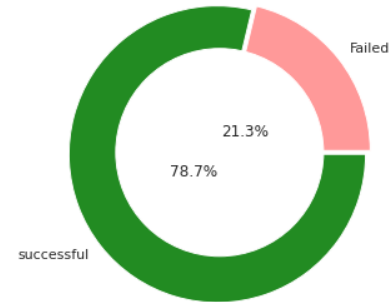
Duration:10 to 20 days, Goal:below 1000\$



5Duration:20 to 20 days, Goal:1000 to 2000\$

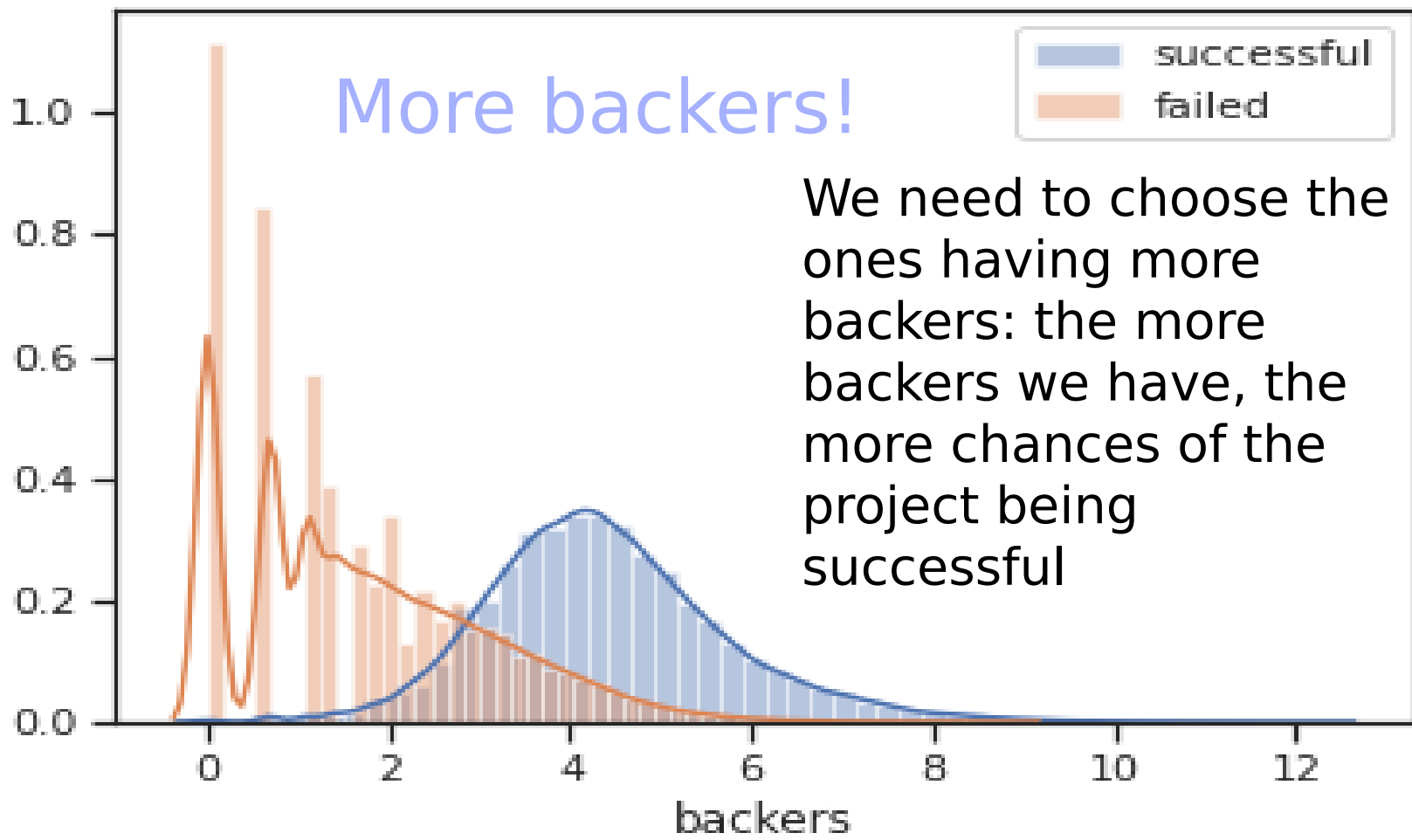


Duration:30 to 40 days, Goal:below 1000\$

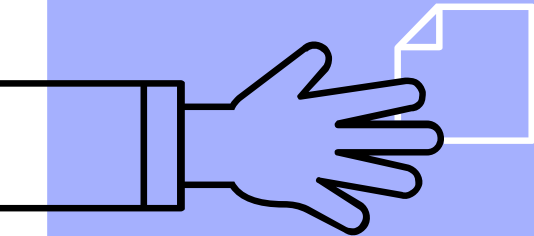
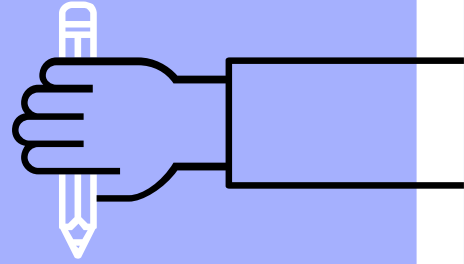


87,2 %

Whoa! That's a big percentage! What else?



# Some user tips?



For better success  
rates



# The secret Formula

