

# HOW TO BUILD A SUCCESSFUL KICKSTARTER CAMPAIGN

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# WEB SCRAPING PROCESS

## A) SETTING UP SCRAPY


**KICKSTARTER**

Show me Art x projects on Earth sorted by Magic

More filters

Explore 31,407 projects


CATEGORIES	ART		
All categories	Food	All of Art	Painting
Art	Games	Ceramics	Performance Art
Comics	Journalism	Conceptual Art	Public Art
Crafts	Music	Digital Art	Sculpture
Dance	Photography	Illustration	Textiles
Design	Publishing	Installations	Video Art
Fashion	Technology	Mixed Media	
Film & Video	Theater		



**The Misadventures of West (a winged, uni-horned fox)**  
An illustration series starring an emotive winged, uni-horned fox in odd situations for release as a picture book and postcard set.  
by Griffin Ess

\$744 pledged  
62% funded  
15 days to go


Illustration Boston, MA



**Little Foxes**  
Bales Fox Fire classes to teach children flow arts and prop manipulation.  
by Dylan Bales

\$176 pledged  
4% funded  
13 days to go


Performance Art Richmond, IN



**Out of the Box Cards - intelligent, playful cards for girls**  
Creating intelligent and playful cards for girls that expand their horizons and take them beyond 'pink an...  
by Out of the Box Cards

£5,791 pledged  
77% funded  
17 days to go

Illustration London, UK



By Griffin Ess  
3 created

### The Misadventures of West (a winged, uni-horned fox)

An illustration series starring an emotive winged, uni-horned fox in odd situations for release as a picture book and postcard set.




Illustration Boston, MA

**\$744**  
pledged of \$1,200 goal

9 backers

15 days to go

Back this project

Remind me

Facebook Twitter Email RSS


All or nothing. This project will only be funded if it reaches its goal by Fri, November 2 2018 11:59 PM EDT.

Campaign FAQ Updates Comments Community

#### About

I've tried participating in the annual Inktober challenge but I've always sort of approached it as a side thing. I used it as a rough warm up exercise and never really took it seriously. I've been working on a few children's books and recently finished writing a novel. I want to use this Inktober as a chance to try something more visually stimulating this time.

So I've invented a little character named West (based on an old project where I was playing with magical animals). West is a winged, uni-horned fox.



#### Support

Make a pledge without a reward

\$ 10

Pledge US\$ 4 or more

Personalized Thank You Postcard

A single postcard will be sent to you in the mail featuring one of the illustrations from the series.  
A hand written thank you from me on the back.

# WEB SCRAPING PROCESS

## B) CHALLENGES

### ISSUES:

- 1) JavaScript Element
- 2) 3 Types of Projects
- 3) IP Ban

### SOLUTIONS:

- 1) ScrapySplash
- 2) Testing all XPath
- 3) Ran on alternate machine

# DATA OVERVIEW

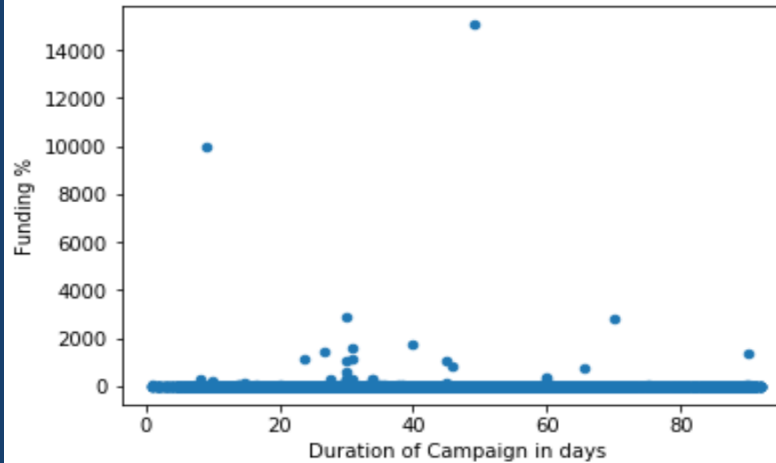
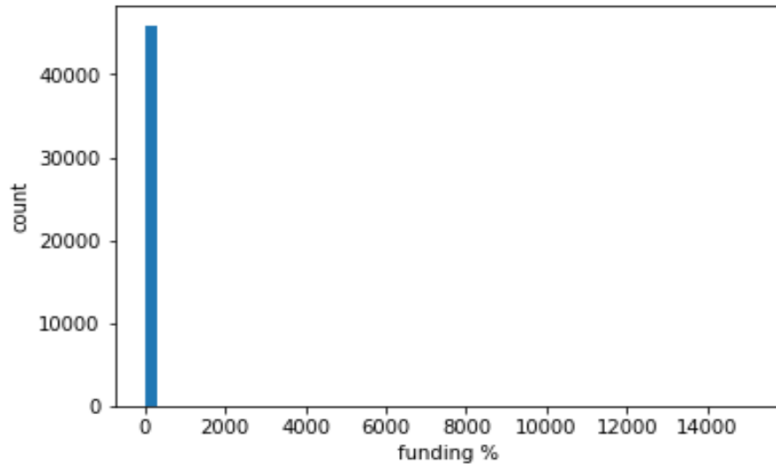
## A) DATA FRAME

	category	subcategory	location	status	goal	pledged	backers	levels	reward levels			updates	comments	duration
0	Art	Illustration	Chicago, IL	successful	2500.00	2767.0	30	8	1,5,25,50,100,250,500,1,000			7	0	76.96
1	Design	Design	Chicago, IL	successful	7500.00	11331.0	245	8	1,10,20,30,40,50,300,600			12	87	31.96
2	Publishing	Publishing	Pittsburgh, PA	failed	1500.00	85.0	4	4	1,25,50,100			0	0	31.96
3	Music	Music	Sioux Falls, SD	successful	4000.00	7625.0	83	14	8,20,30,40,50,75,100,200,300,400,500,1,000,1,5...			2	1	27.92
4	Theater	Theater	Goshen, IN	successful	5000.00	5010.0	18	13	1,5,10,15,20,40,50,100,150,250,500,1,000,5,000			3	2	31.96
5	Film & Video	Short Film	Baton Rouge, LA	failed	5000.00	60.0	4	6	5,10,25,100,500,2,500			0	0	91.96
6	Film & Video	Film & Video	Dallas, TX	failed	5000.00	5.0	1	7	25,50,100,250,500,750,1,000			6	0	31.96
7	Music	Pop	Brooklyn, NY	failed	10000.00	2055.0	31	6	1,15,50,150,300,1,000			0	1	91.96

- What we want to explore:  $\text{success} = (\text{amount funded} / \text{goal amount}) * 100$

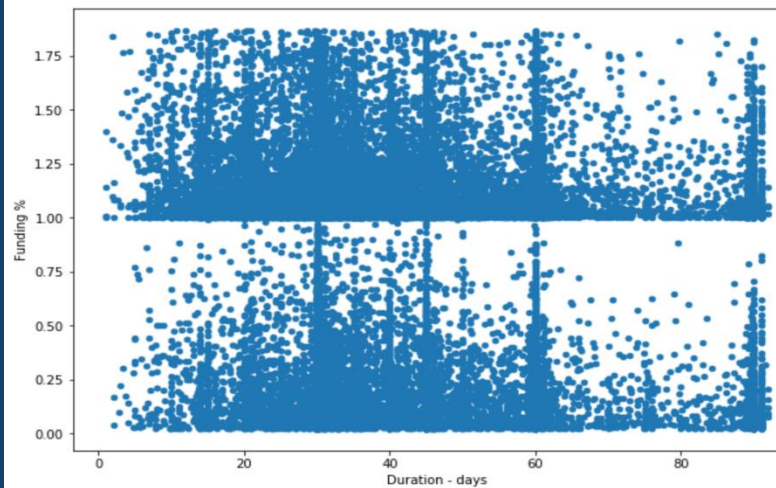
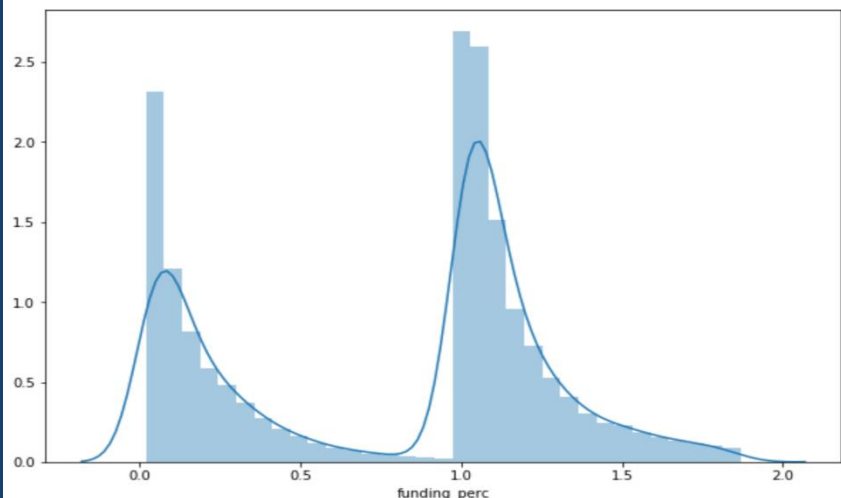
# DATA OVERVIEW

## B) EXAMINING SUCCESS RATES



Need to do an IQR transformation to get rid of outliers

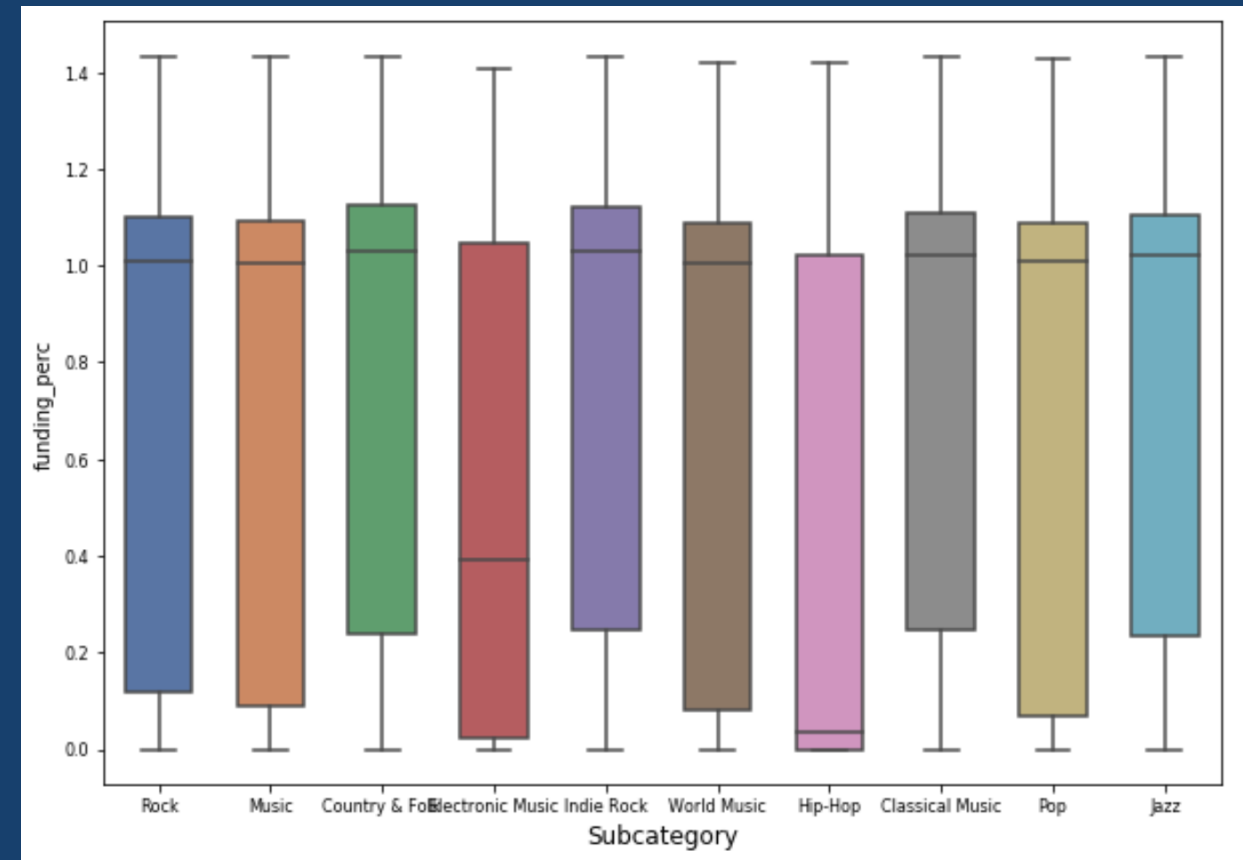
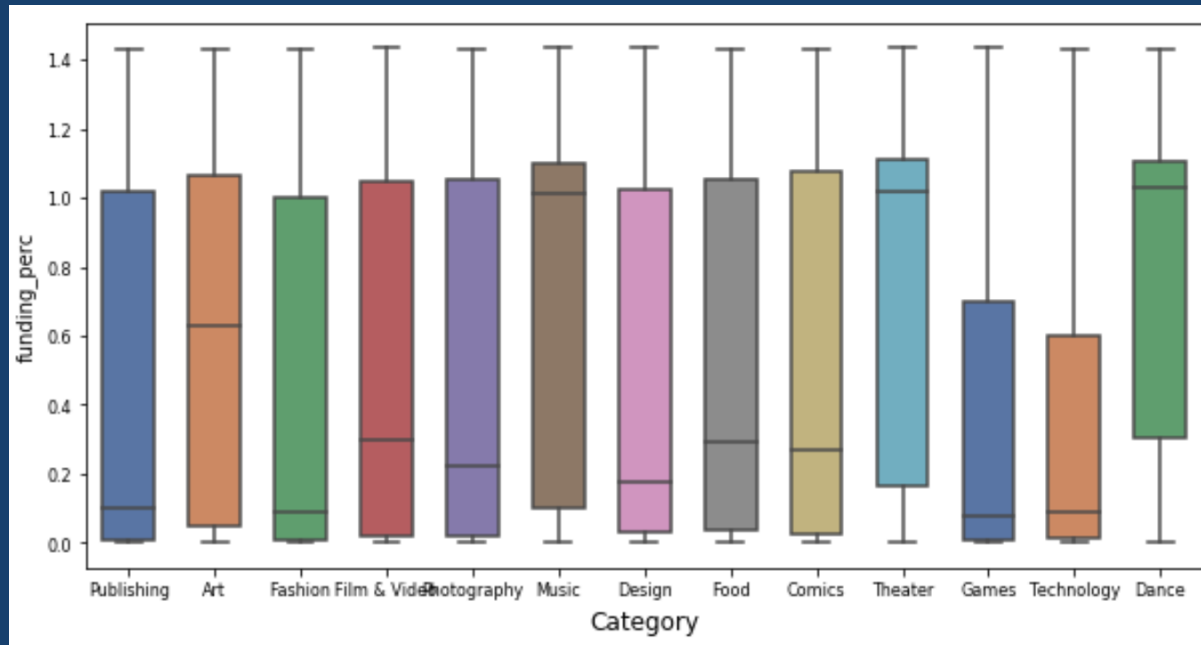
Before IQR



After IQR

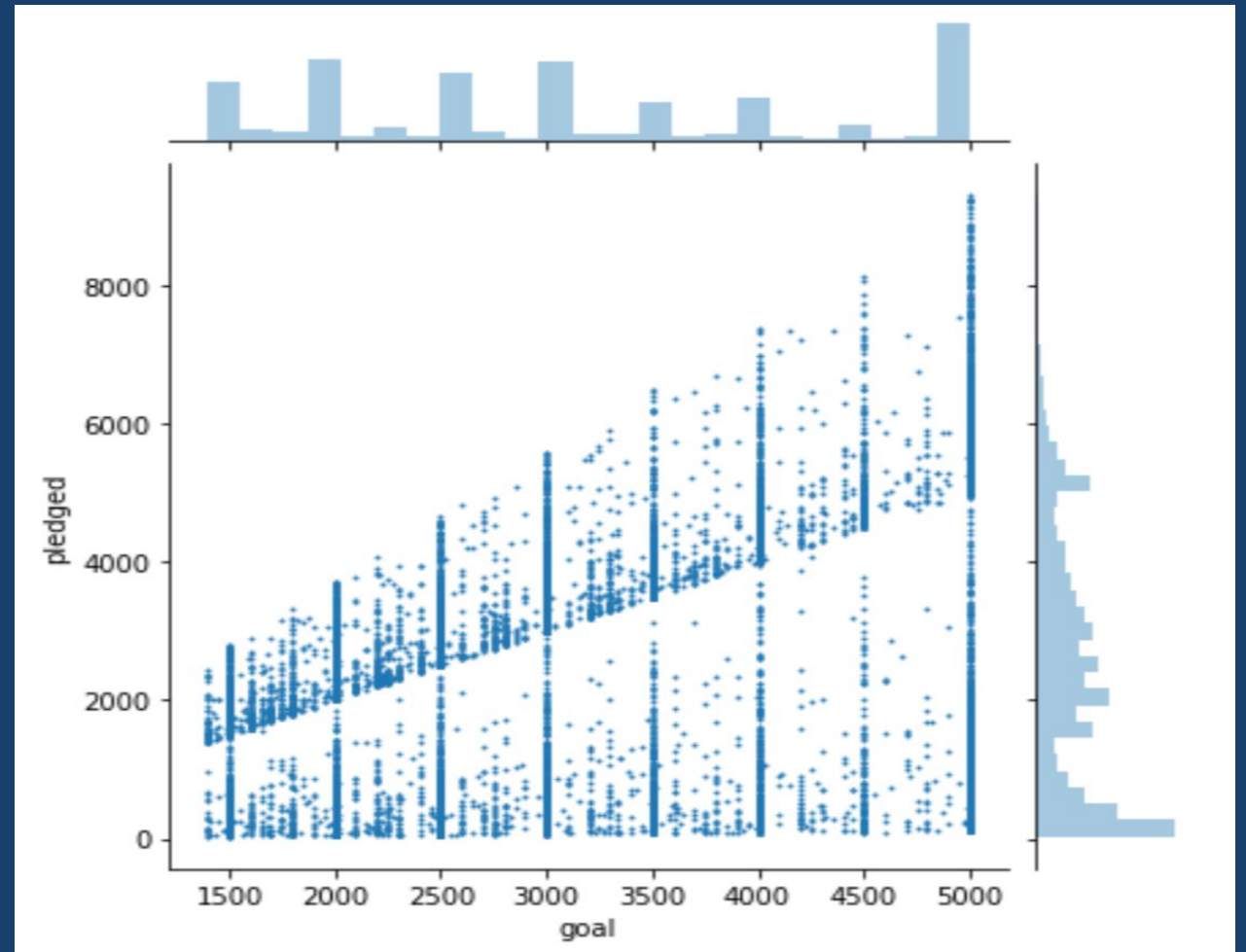
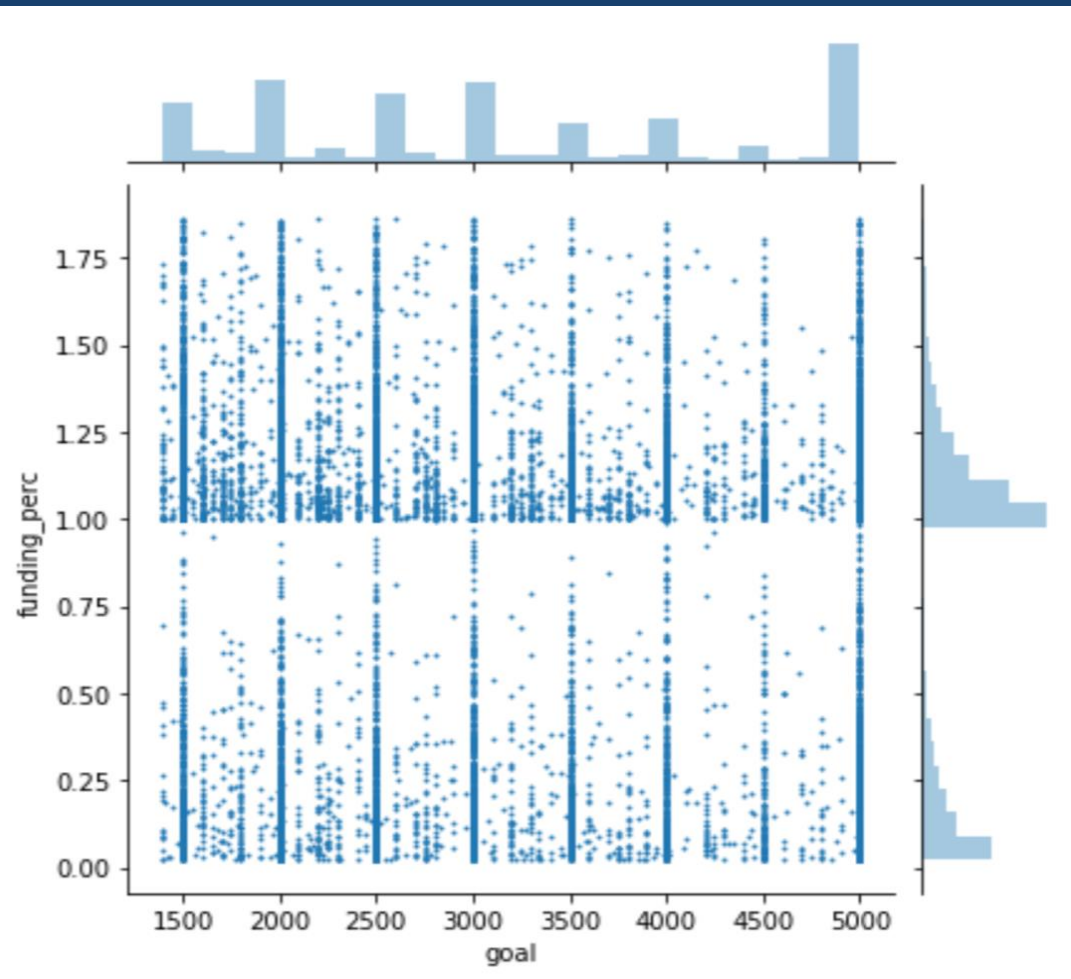
# DATA ANALYSIS

## A) MAIN PROJECT CHARACTERISTICS



# DATA ANALYSIS

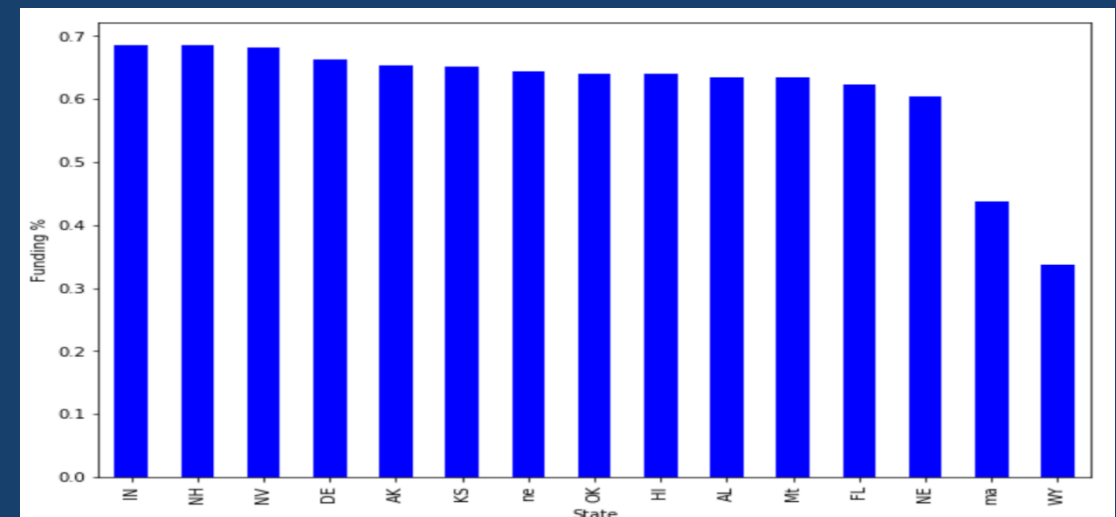
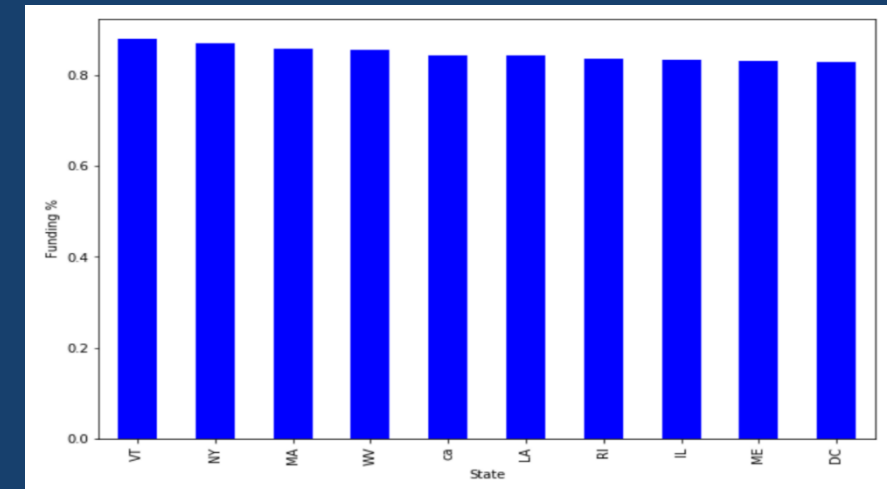
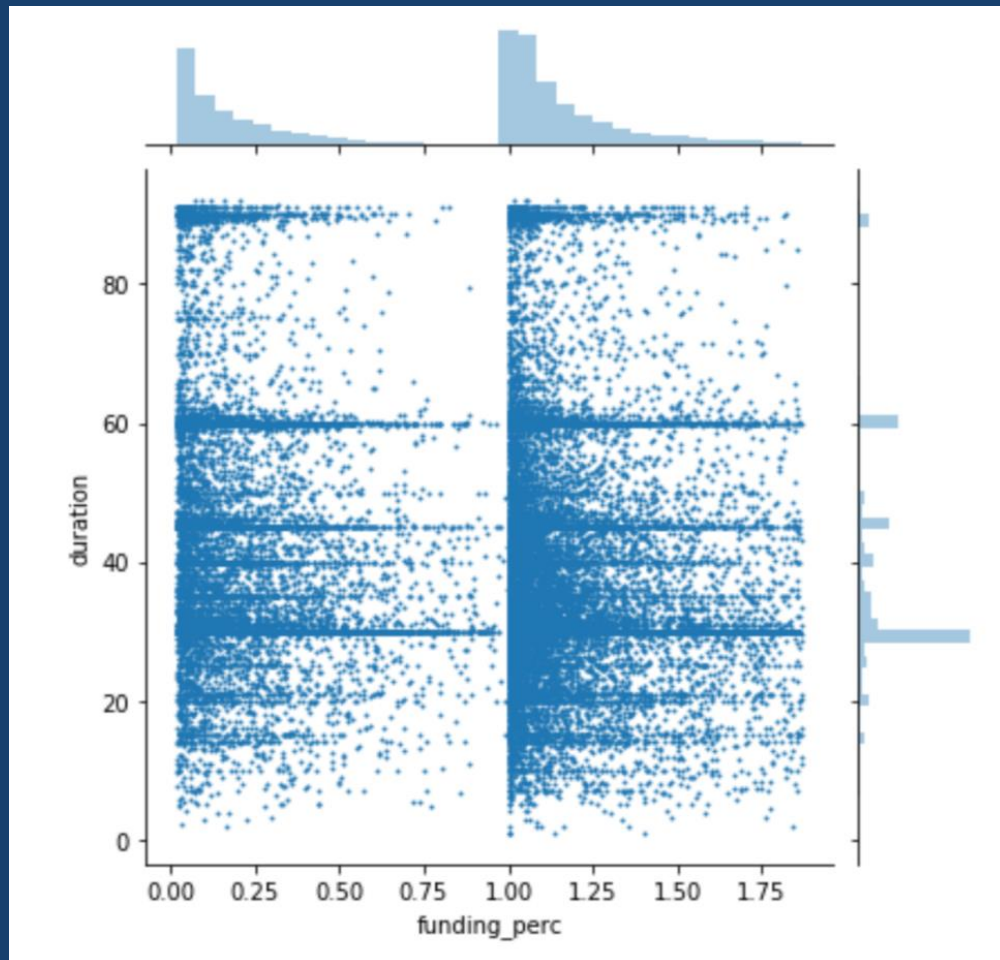
## A) MAIN PROJECT CHARACTERISTICS





# DATA ANALYSIS

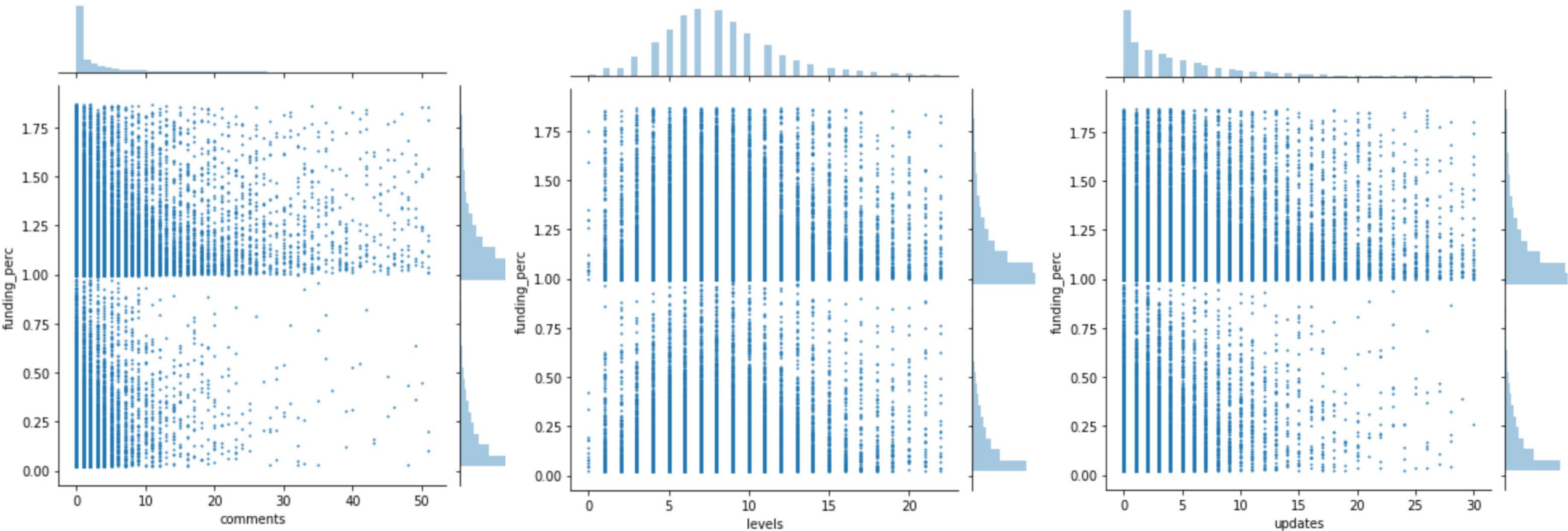
## A) MAIN PROJECT CHARACTERISTICS





# DATA ANALYSIS

## B) ADDITIONAL CHARACTERISTICS



# FUTURE DIRECTION

- Obtain more data: at least 200 rows / subcategory
- Make scrapy code more efficient to minimize time taken to scrape
- Build a model to predict the success of a project