

Supporter Contribution Patterns on Kickstarter


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Problem Statement

Kickstarter relies on supporter contributions, but behaviors vary across categories, rewards, and engagement. Without understanding these patterns, creators risk mispricing rewards, setting unrealistic goals, and losing backer support, reducing campaign success.



Main Goal

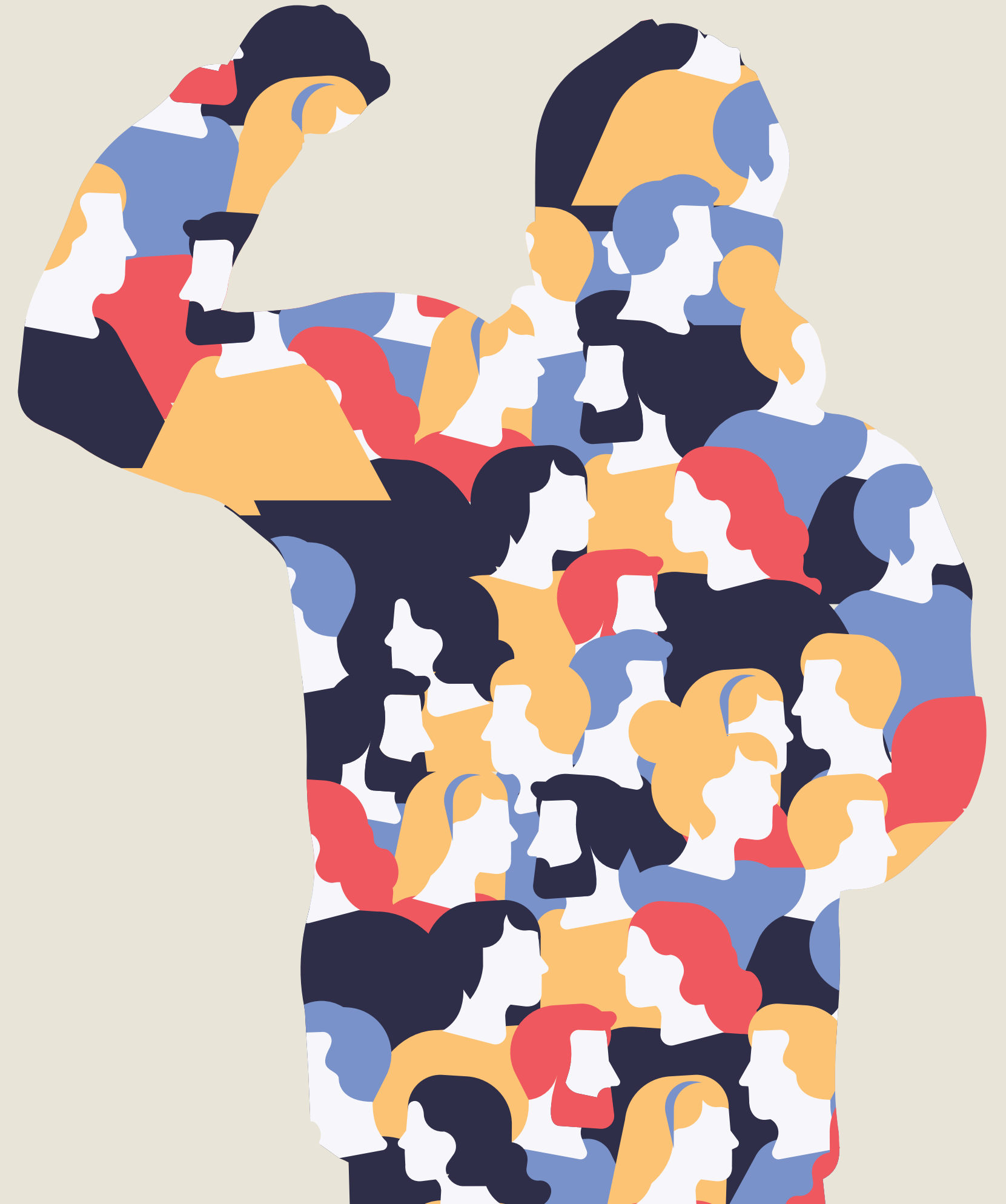
To uncover how supporter contribution behaviors influence campaign outcomes, providing actionable insights for future campaign design.



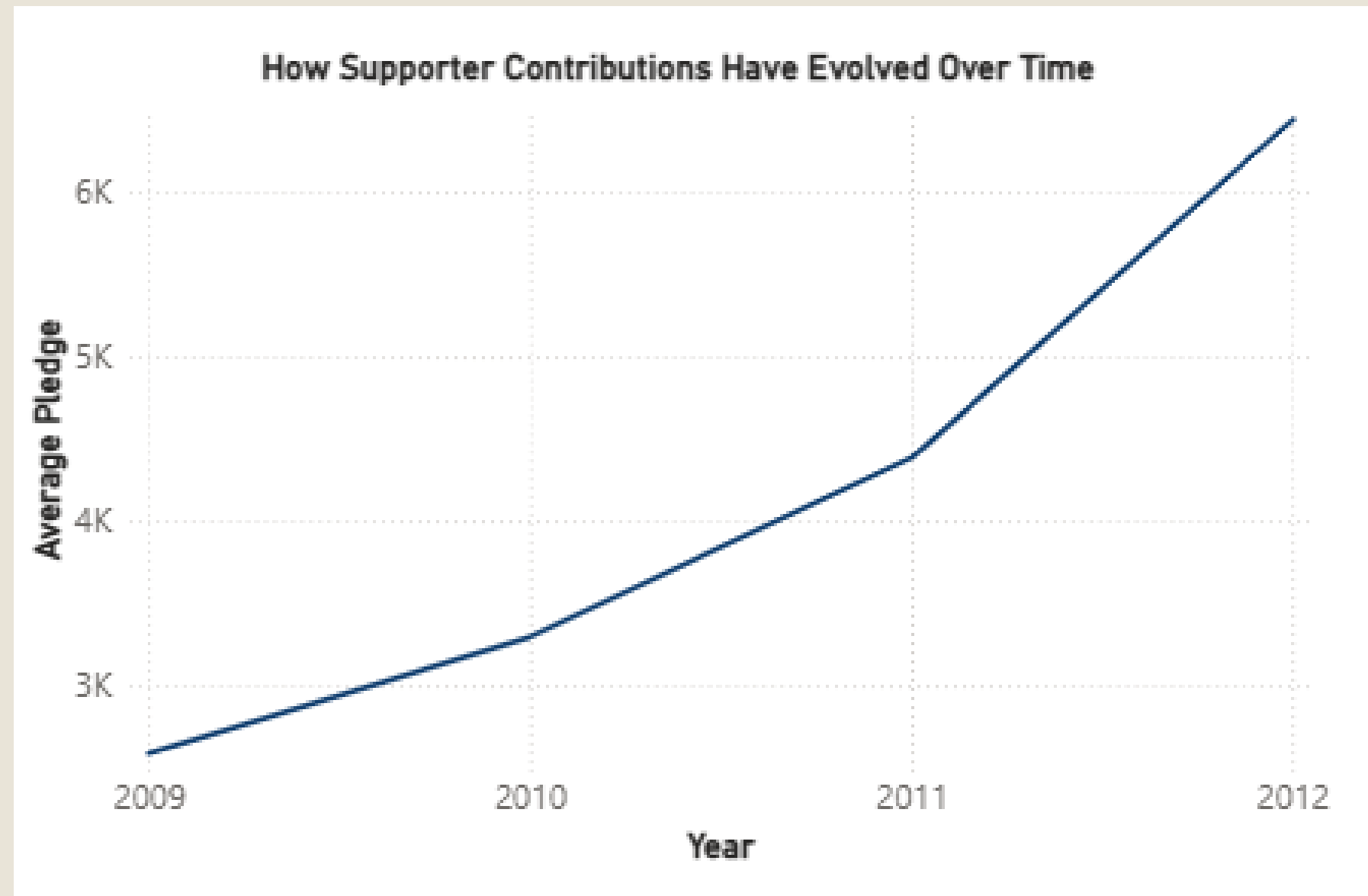
Audience

01 Campaign Creators

02 Kickstarter stakeholders



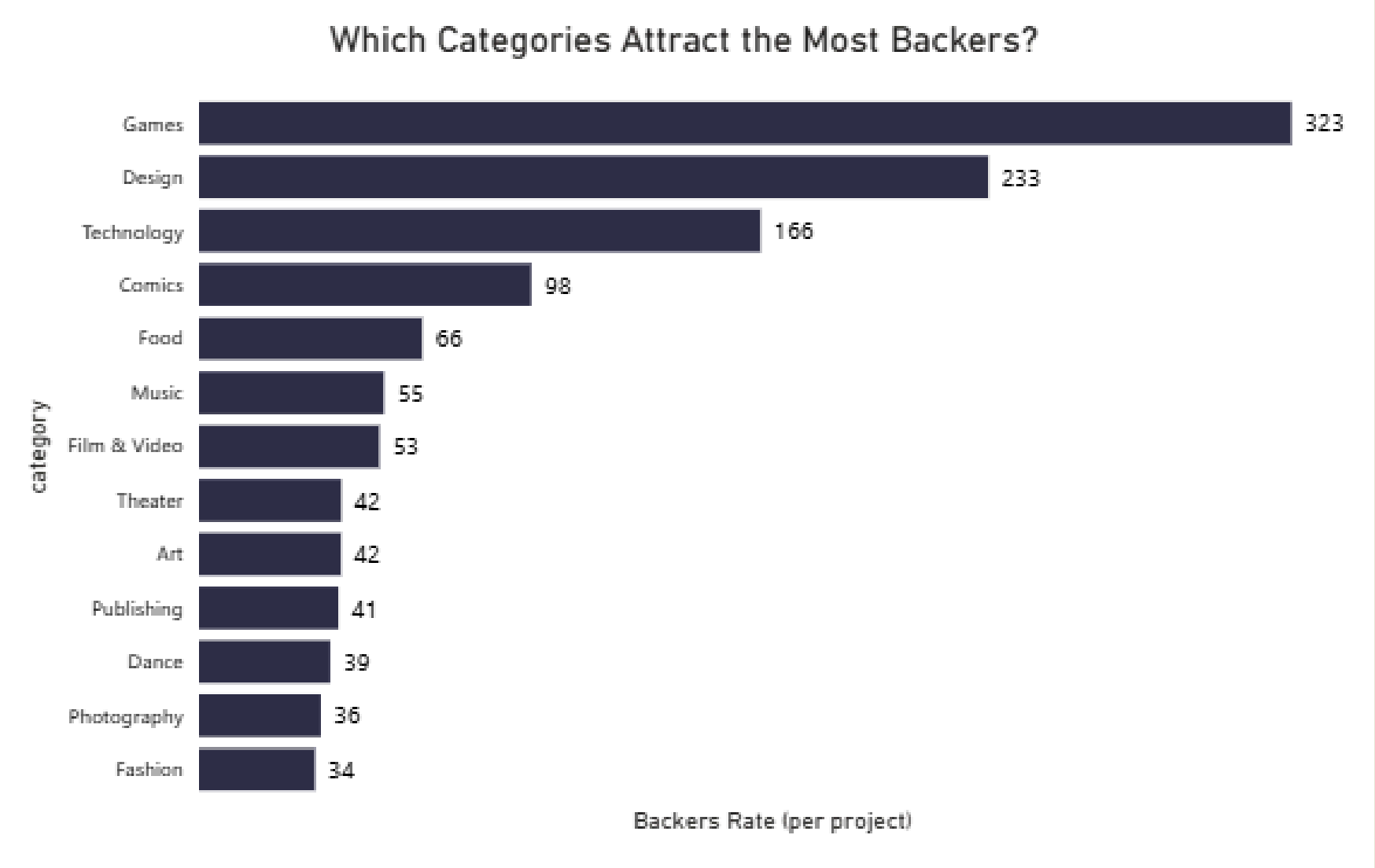
Supporter Contributions Are Rising Over Time



Supporter contributions have steadily increased across campaigns during this period



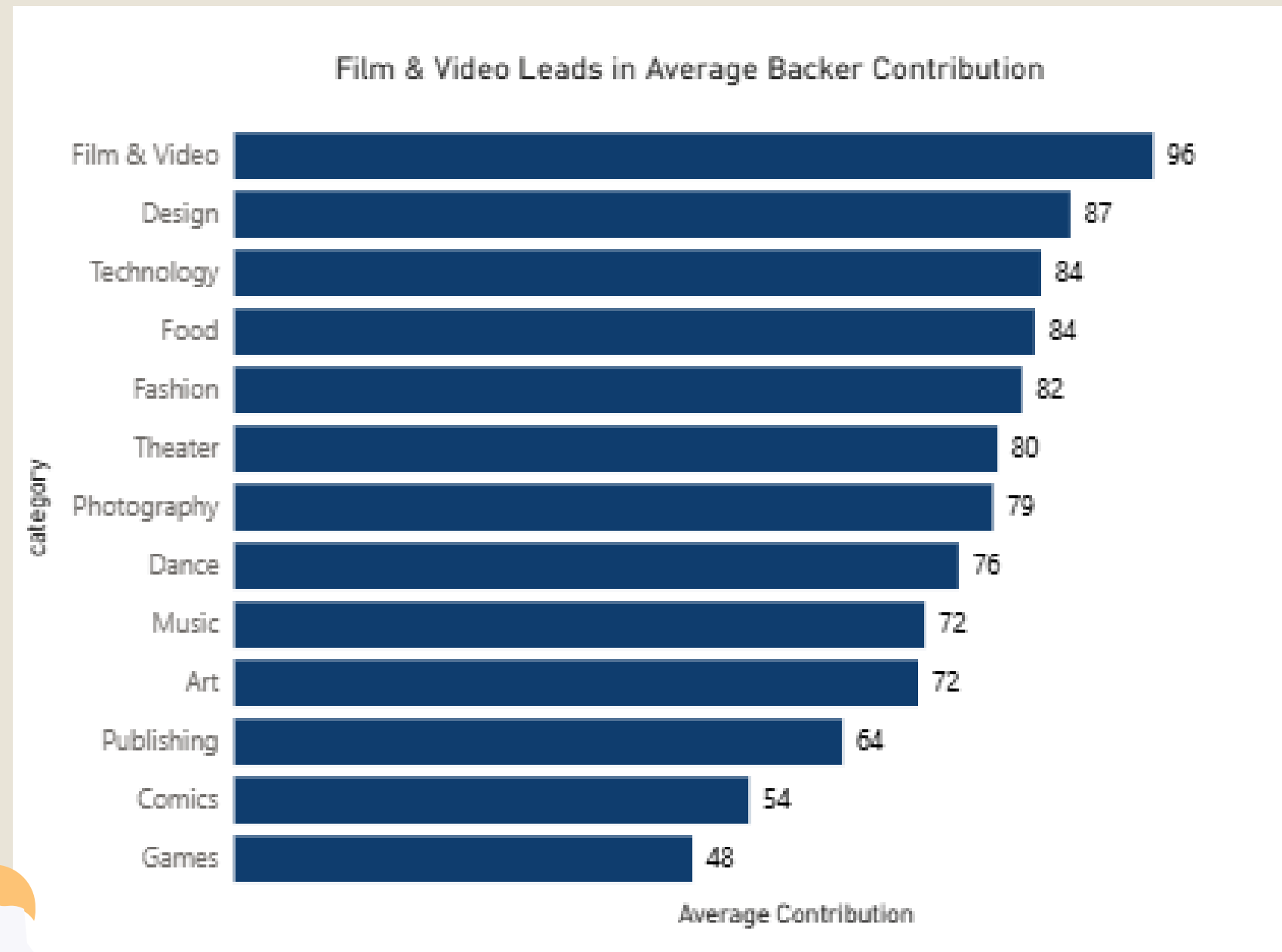
Backer Participation Varies Across Categories



**Games, Design, and
Technology projects attract
the largest number of
backers**



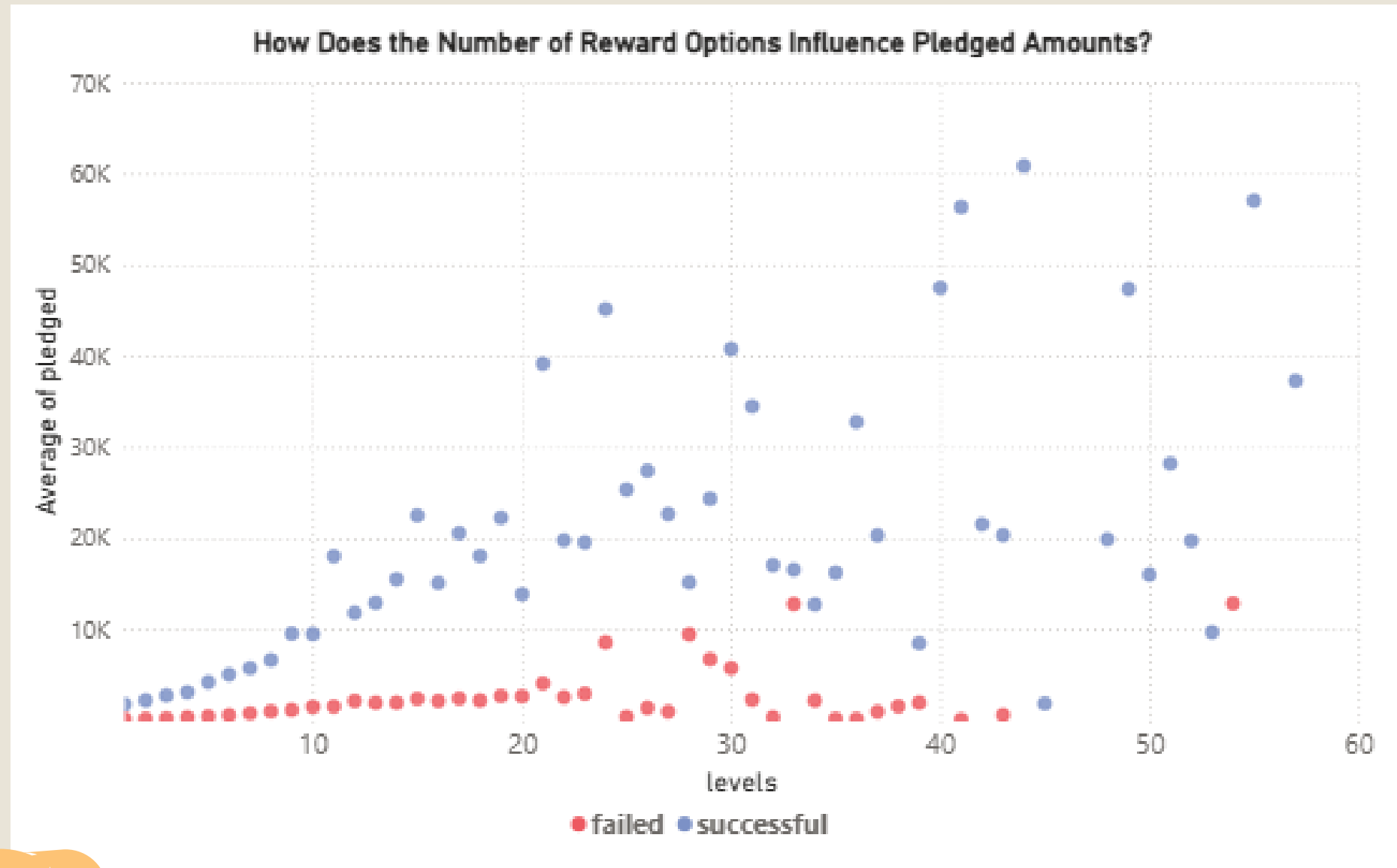
Contribution Size Differs By Category



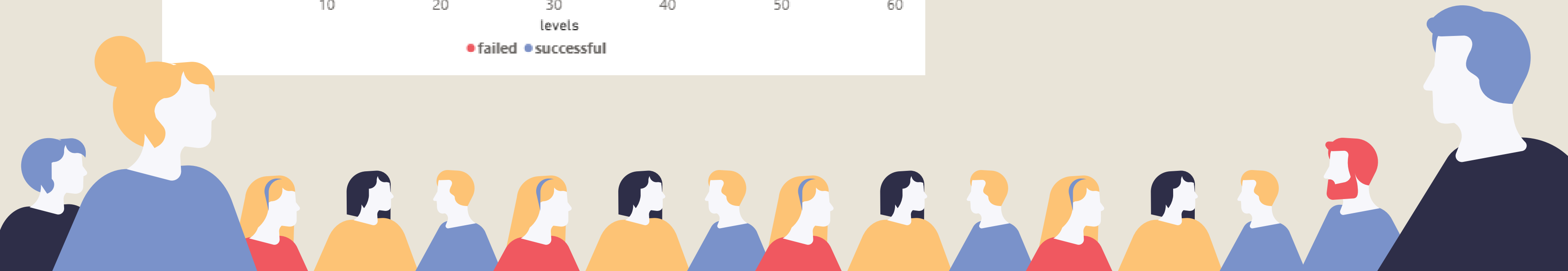
- **Film & Video projects receive the highest average contributions**
- **Games attract smaller pledges per backer.**



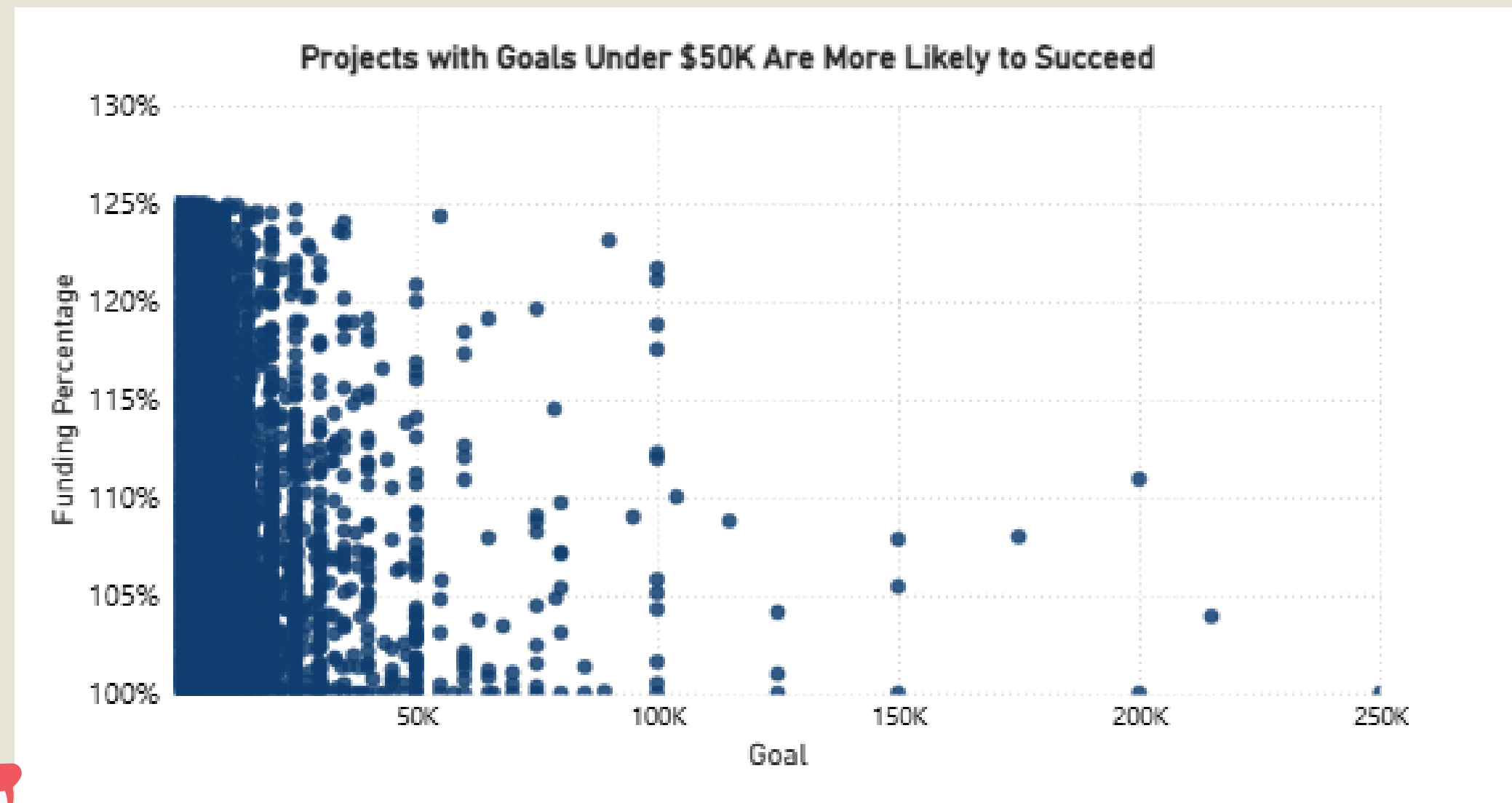
Reward Options Influences the Contributions



Campaigns with more reward options generally attract higher pledges, especially in successful projects.



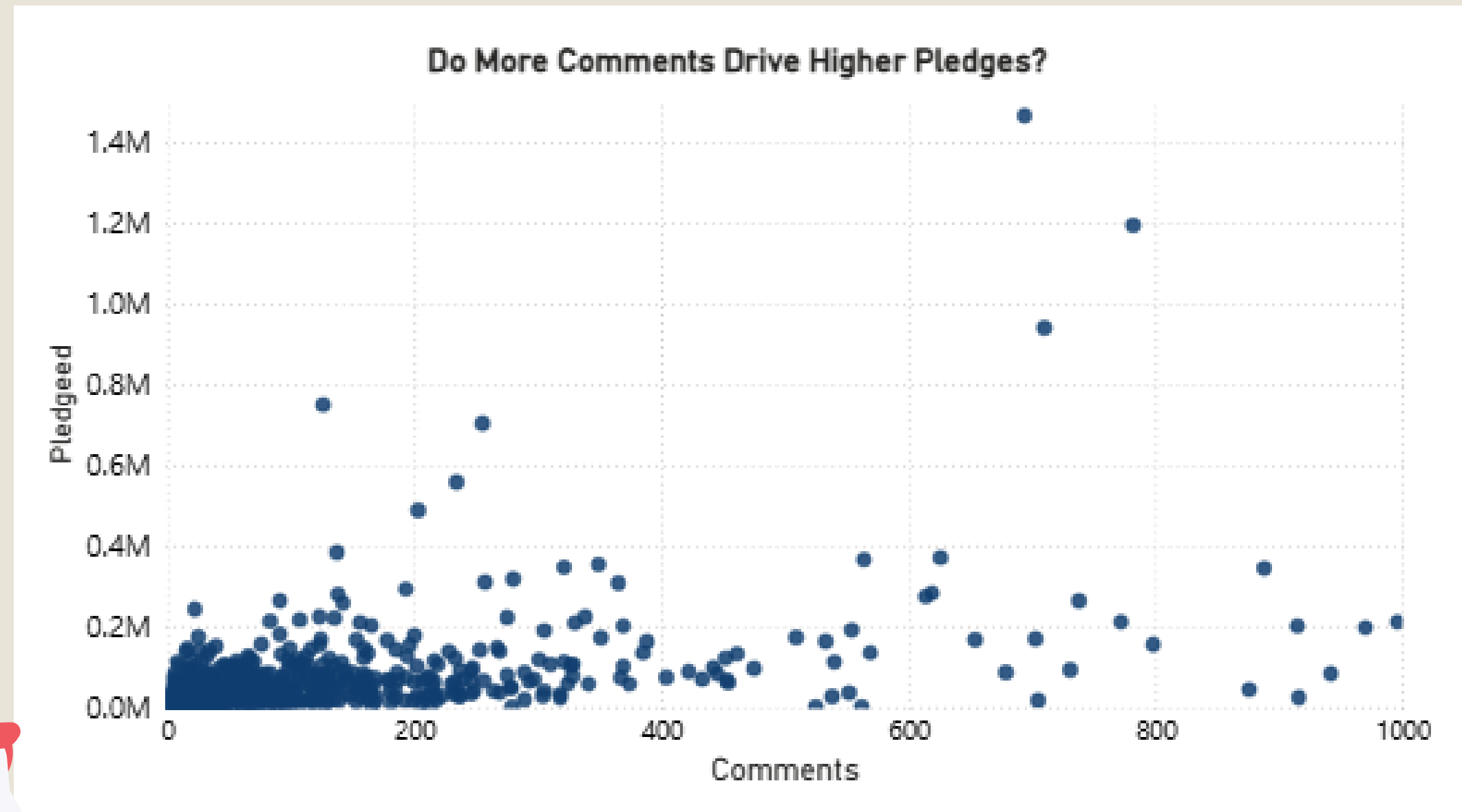
Small Goals, Stronger Success



Projects with goals under \$50K consistently achieve higher funded percentages



More Comments, More Funding



Campaigns with higher numbers of comments consistently raise larger pledged amounts



Conclusion

- More reward options → higher contributions
- Goals under \$50K → higher funding
- More comments → higher pledged amounts

Success = Realistic Goals + Meaningful Rewards + Engaged Backers





Thank you!