

KICKSTATS

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What is **Kickstarter**?



By Lewis Wallace
First created

The View From Somewhere Podcast: Let's get to \$16K!

A podcast about journalism with a purpose. We'll tell stories of journalists who have stood up for justice and resisted "objectivity."



Category



Project We Love



Audio



Durham, NC

Location

Title

Blurb

Pledged Amount/ Goal

\$9,366

pledged of \$6,600 goal

213

backers

18

days to go

Time Remaining

Back this project



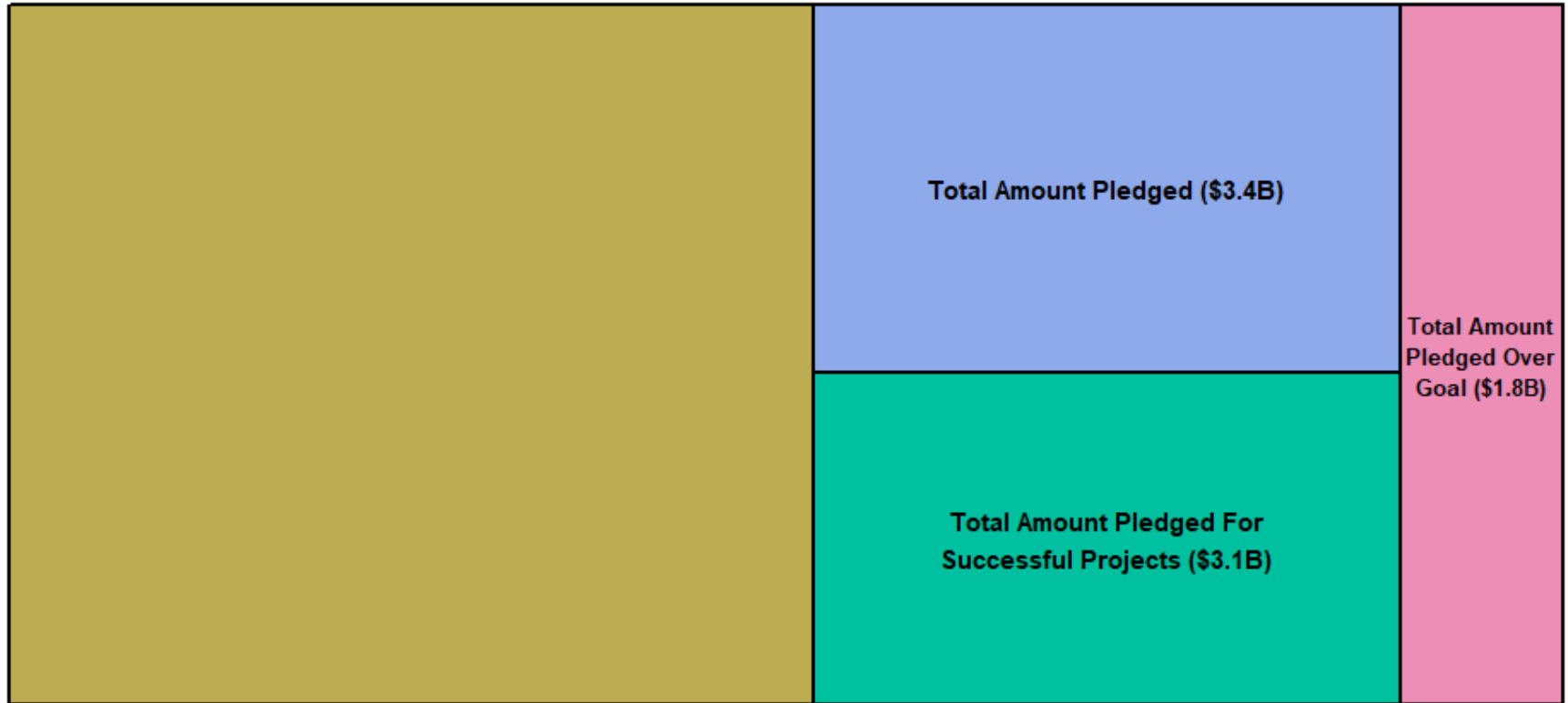
Remind me



All or nothing. This project will only be funded if it reaches its goal by Thu, February 21 2019 8:05 AM CST.

The Anatomy of a Kickstarter Project

Total Goal Amount (~\$17B)



With billions of dollars invested, Kickstarter is a big deal!

How'd we get this data?

Cleaning

Process...

- Kaggle: Data Sharing Website
- Creation of Variables
 - Year
 - Percent Goal
 - Indicator
- Removal of Variables

Issues...

- Launch Years
- Suspended Projects
- Outliers



This site can't be reached

www.kickstarter.com took too long to respond.

Try:

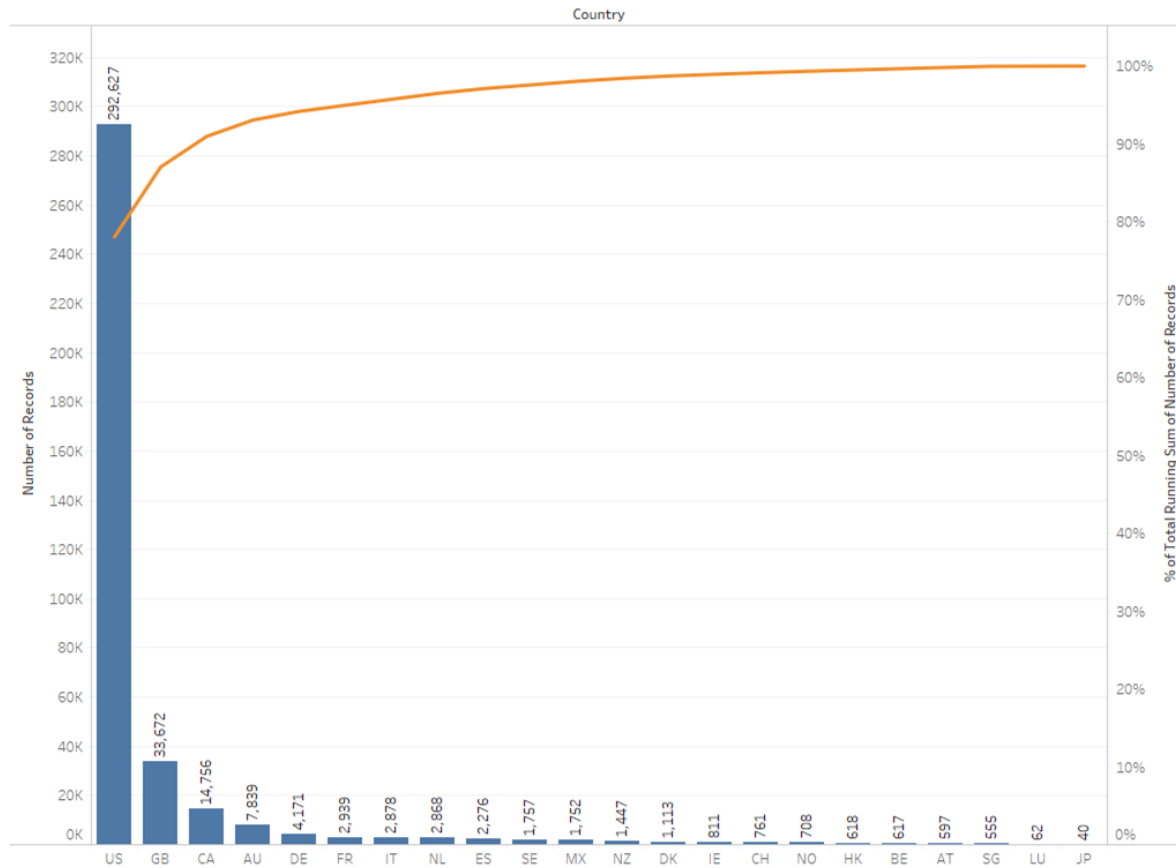
- Checking the connection
- Checking the proxy, firewall, and DNS configuration

ERR_CONNECTION_TIMED_OUT

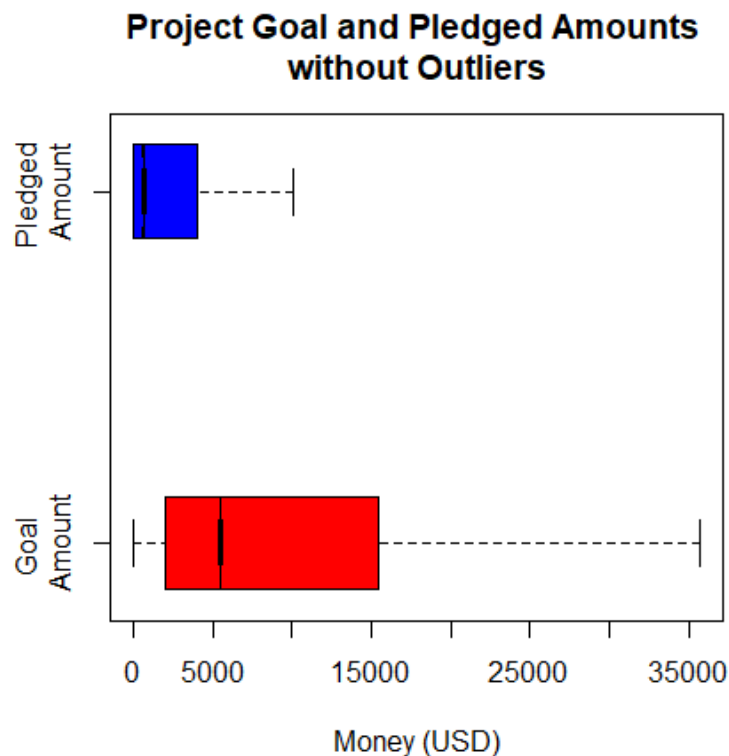
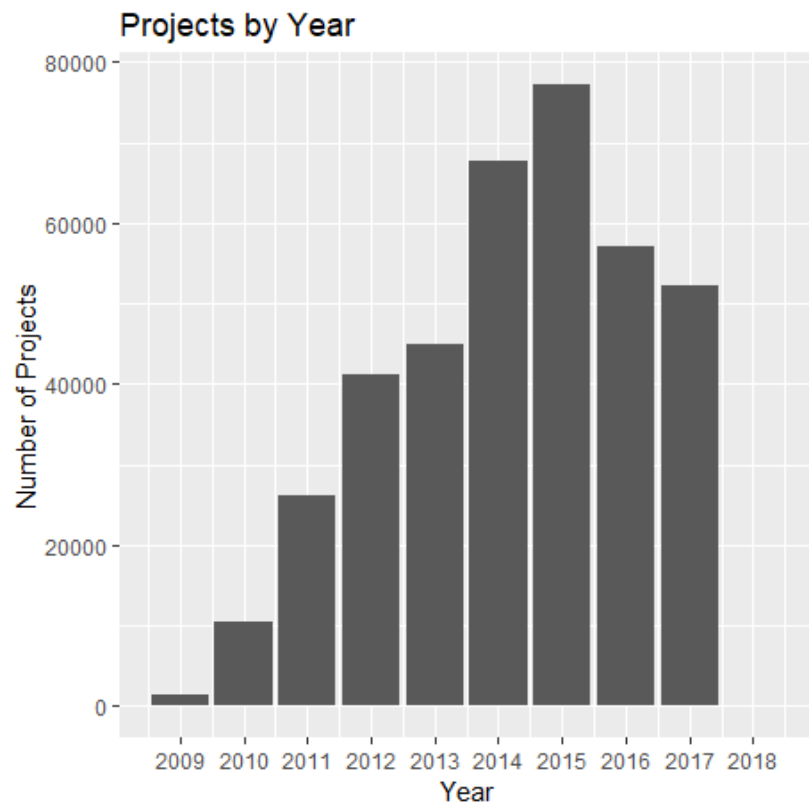
```
{  
  "creator_id": 401013855,  
  "creator_name": "Streetfighterz",  
  "staff_pick": 0,  
  "blurb": "Help us journey across the U.S. f  
  "image_url": "https://ksr-ugc.imgix.net/ass  
  "location_dn": "St. Louis, MO"  
}
```

We got additional pieces of data for 172,941, about 45% of the projects in our original data set

Demographics of the Data

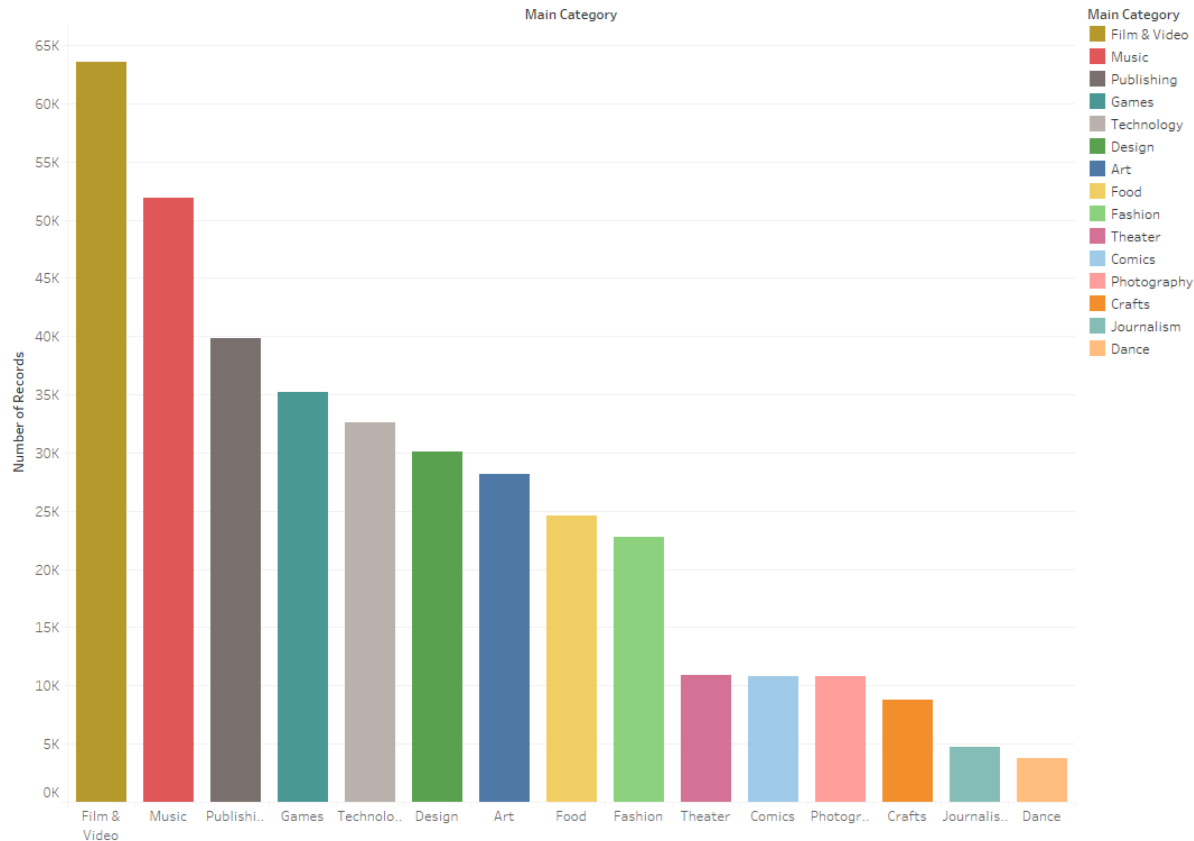


English-speaking, western countries have the largest number of projects.



Number of projects rises until 2015, then falls
Most projects ask for \$15,000 but get less than \$5,500

Number of Kickstarter Projects Per Catagory

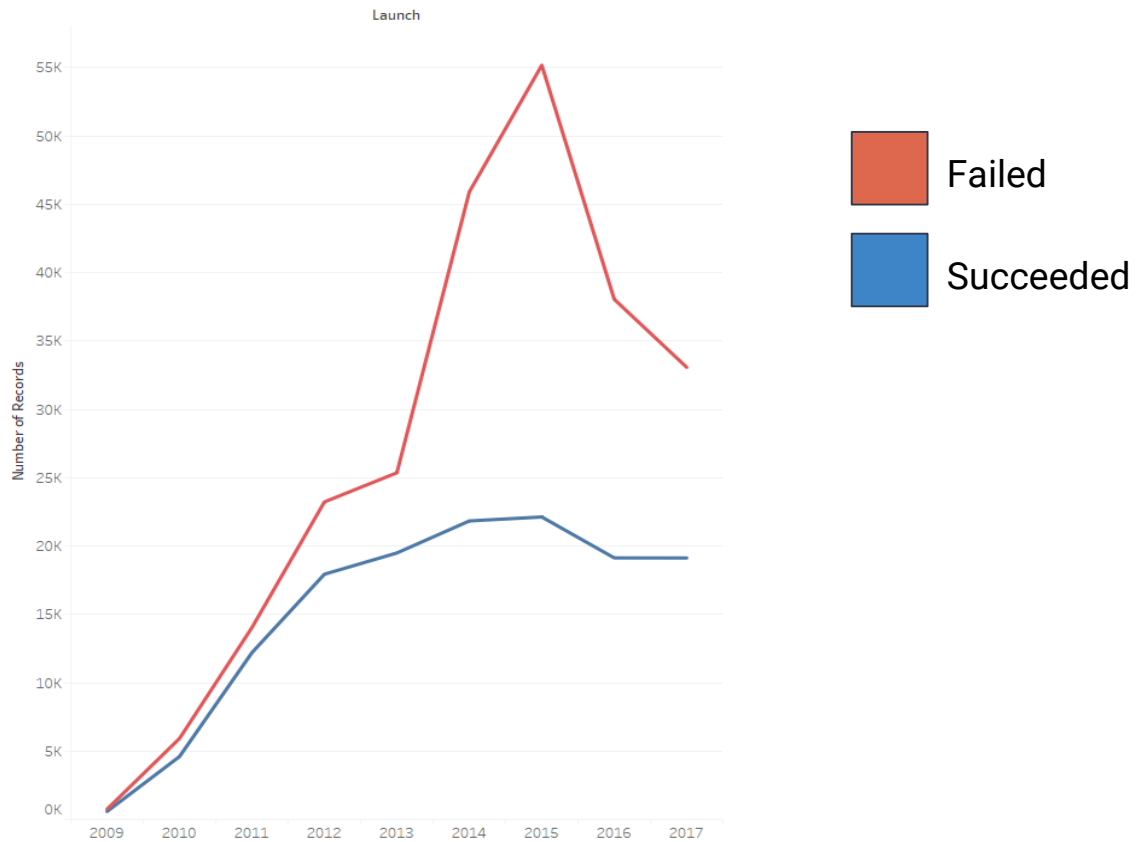


Most popular categories: Film/Video, Music, and Publishing

Alright, Chief. I want to
make the best Kickstarter
ever. What should I make?

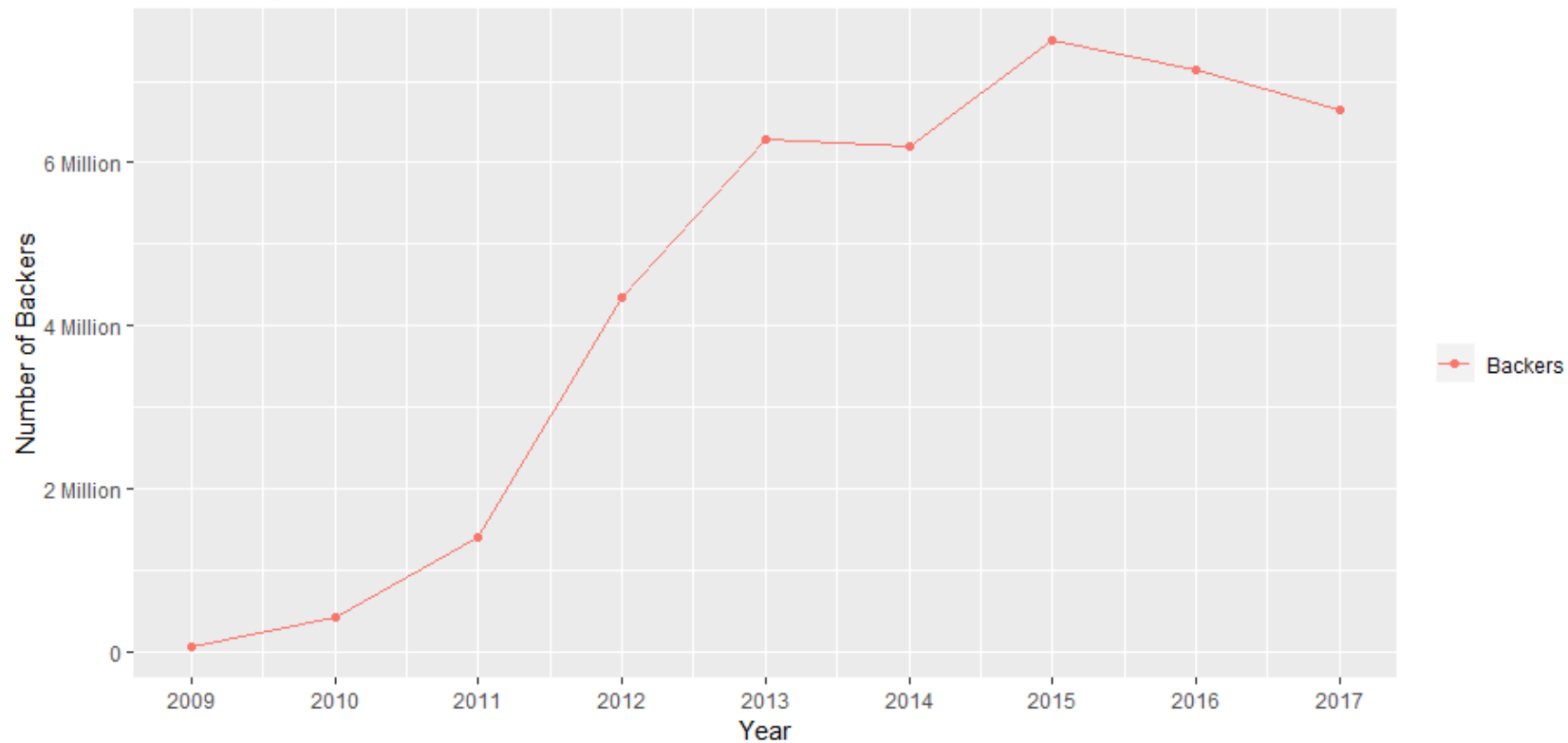
When should I
create my project?

Number of Failed & Successful Projects over Time



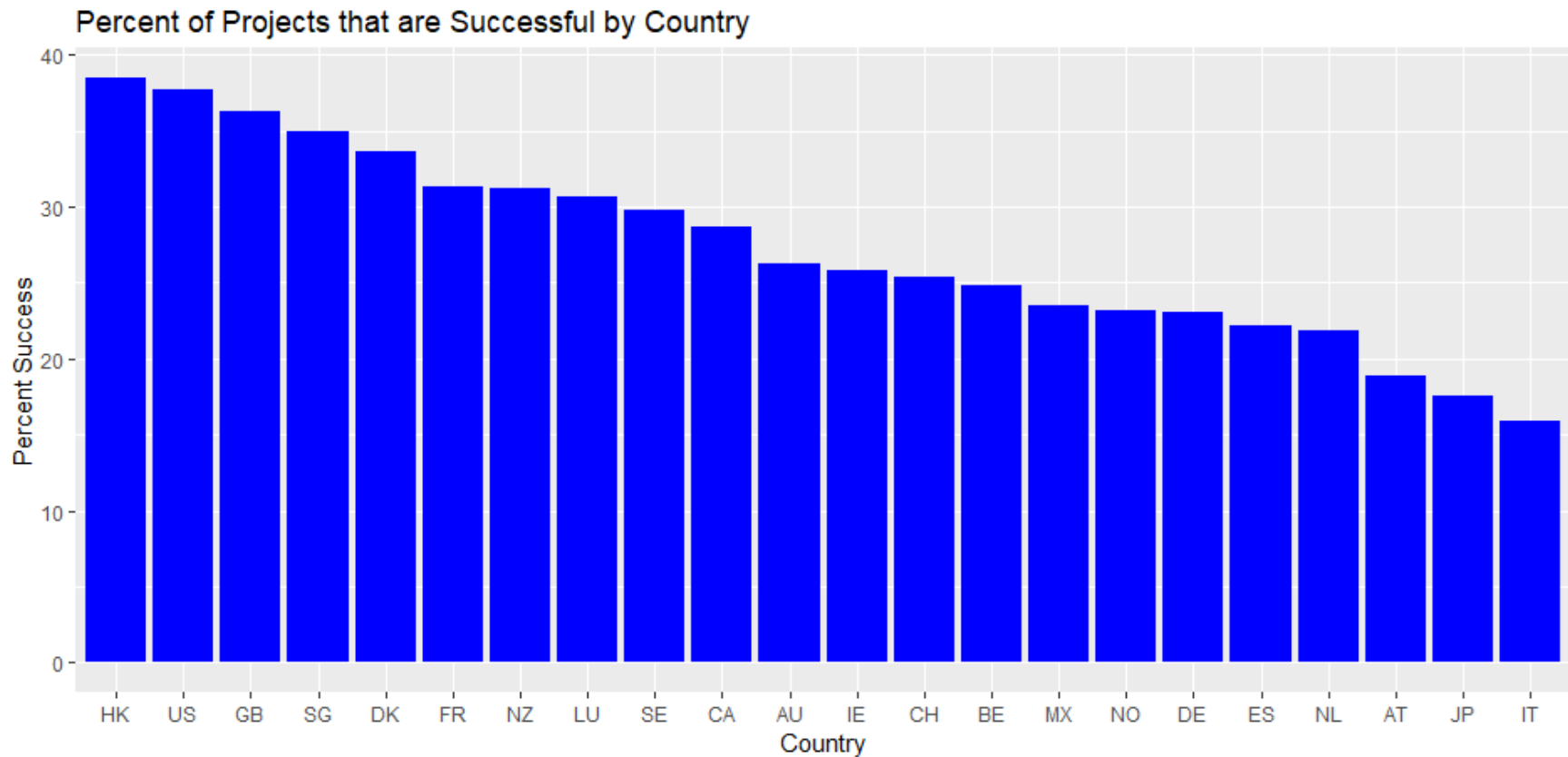
You should have made your project in 2011. Oops!

Backers by Year



2013: Growth of Backers Levels Out

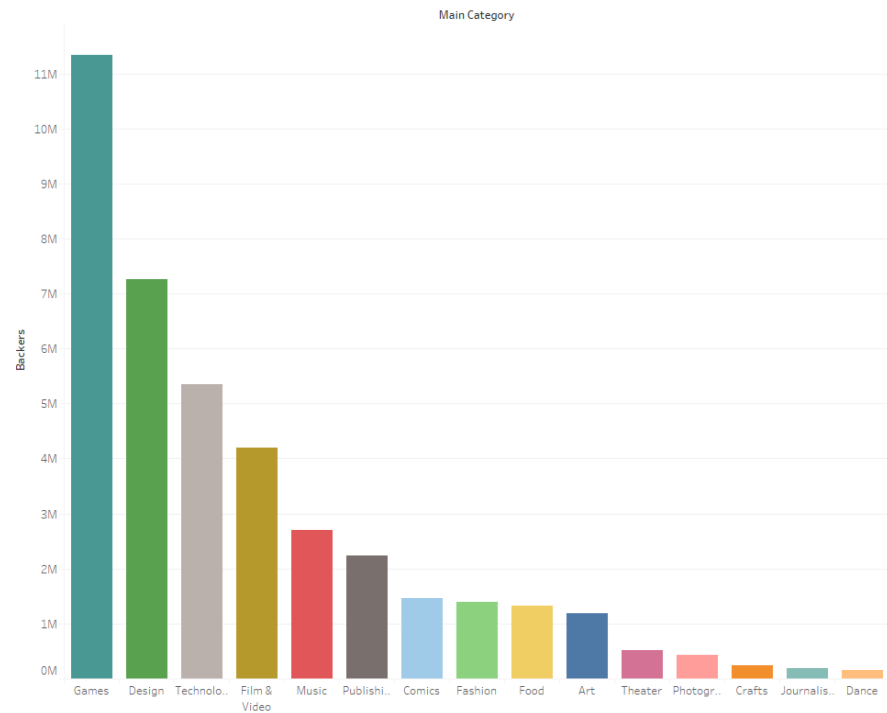
What Country
should it be based in?



Hong Kong has the highest success rate.

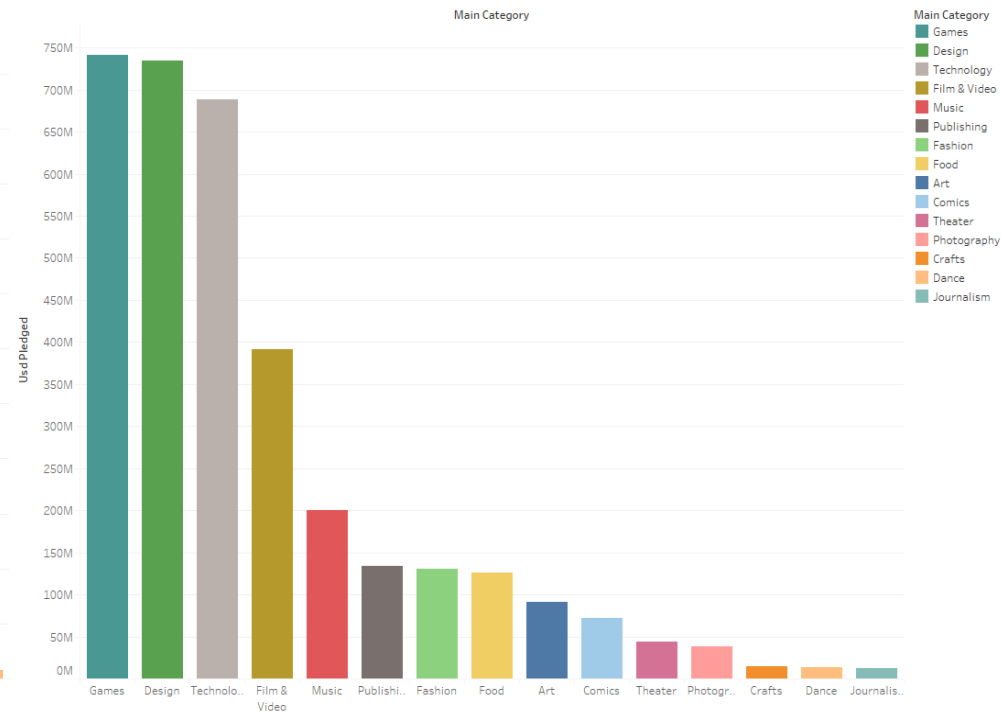
What Category
should it be?

Number of Backers Per Category



Sum of Backers for each Main Category. Color shows details about Main Category. The data is filtered on Launch Year, which has multiple members selected.

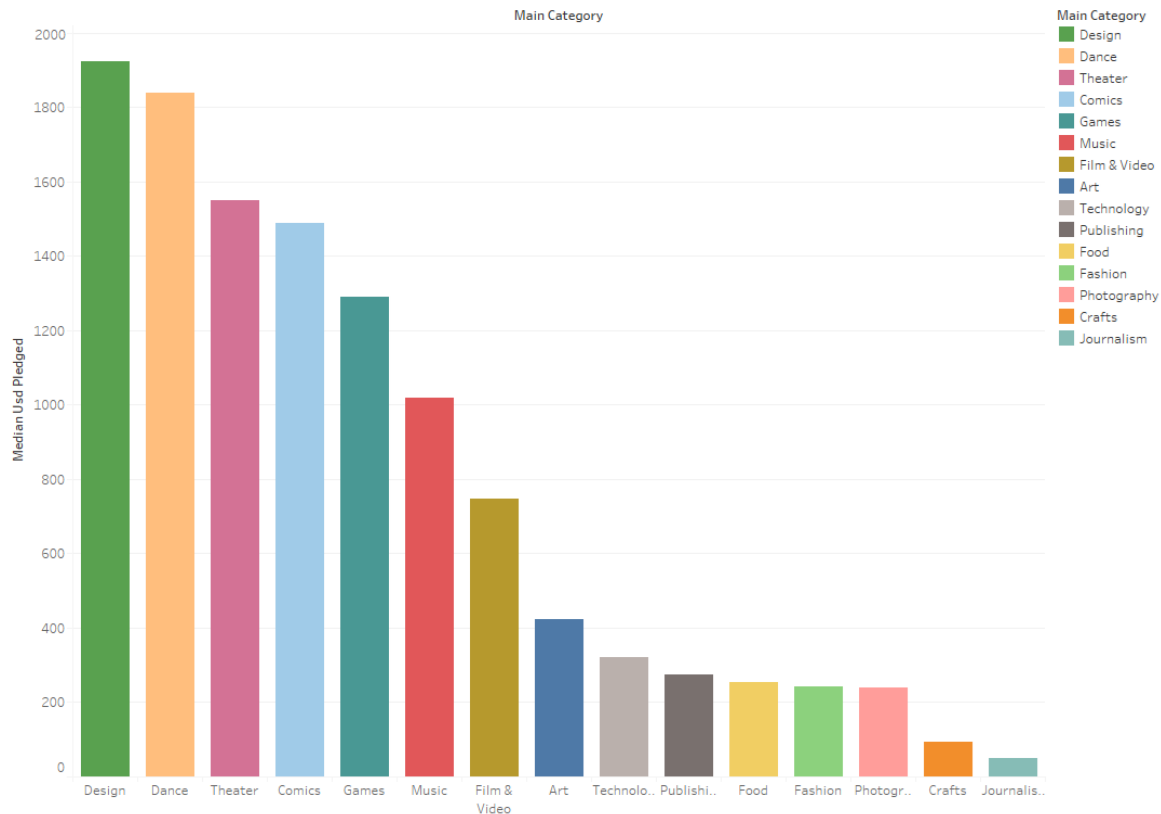
USD Pledged per Category



Sum of USD Pledged for each Main Category. Color shows details about Main Category. The data is filtered on Launch Year, which has multiple members selected.

Graphs for Backers and USD Pledged per Category

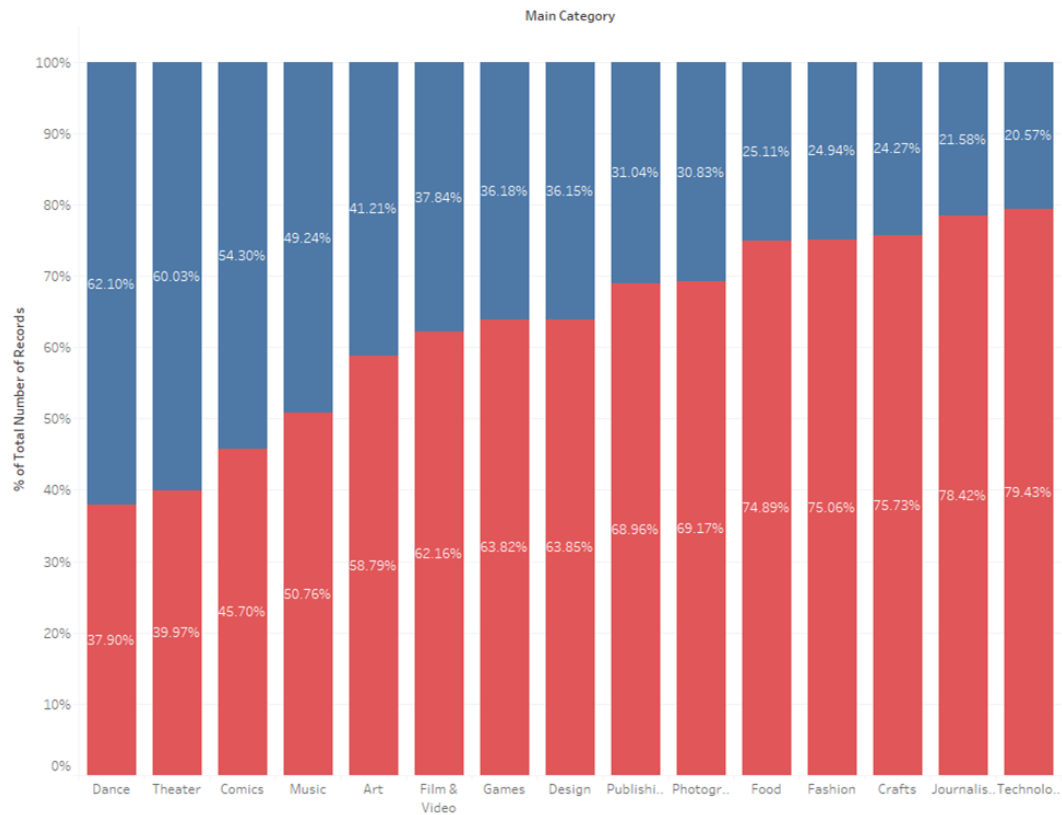
Median USD Pledged per Category



Median of USD Pledged for each Main Category. Color shows details about Main Category. The data is filtered on Launch Year, which has multiple members selected.

Median USD Pledged per Category

Percent Suceess/Failure Per Catagory

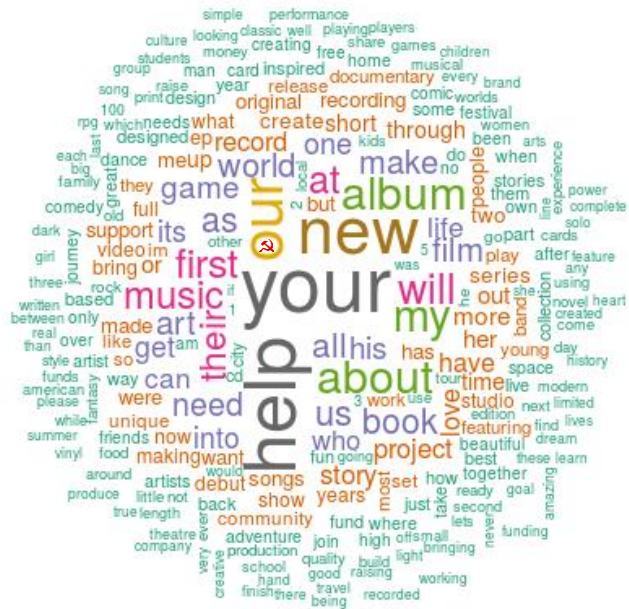


What words should be
used in the blurb?

Which words are better?

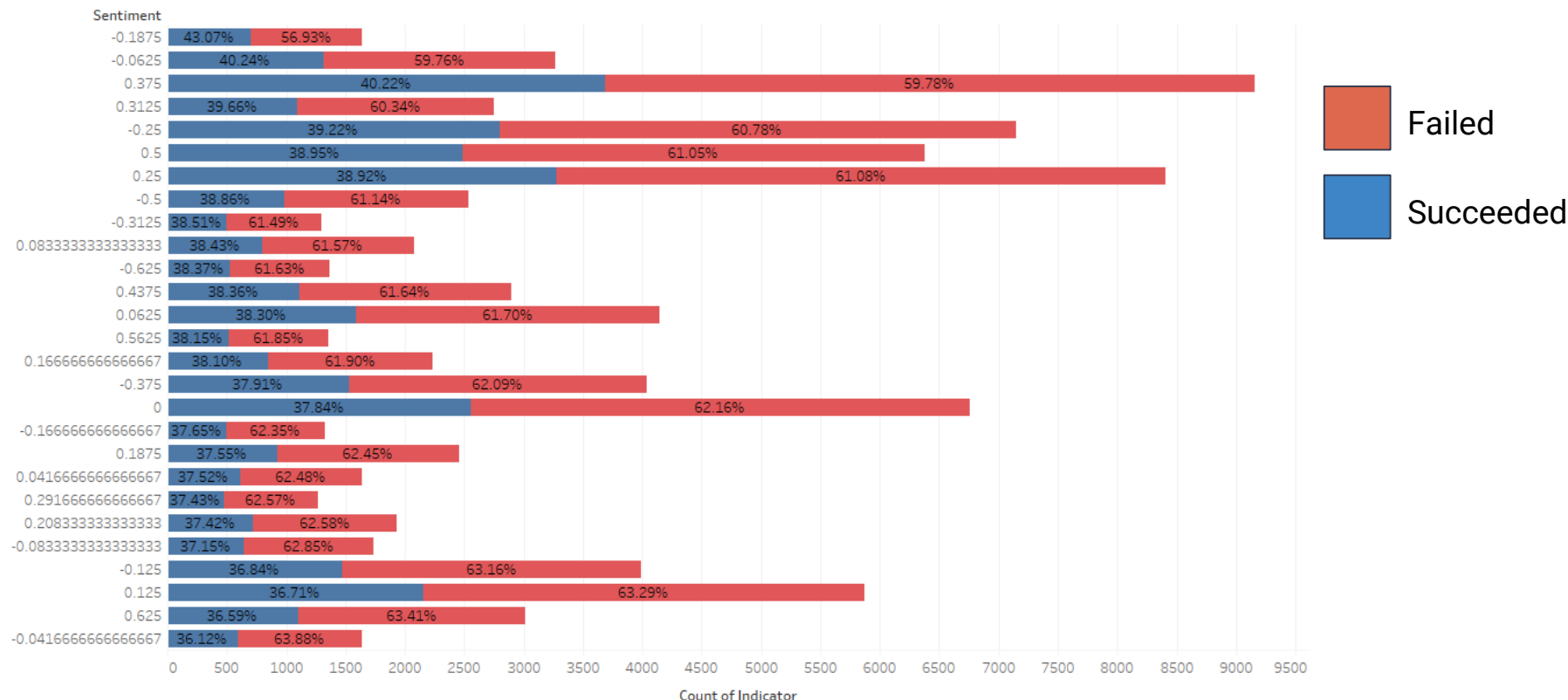


Failed Projects



Successful Projects

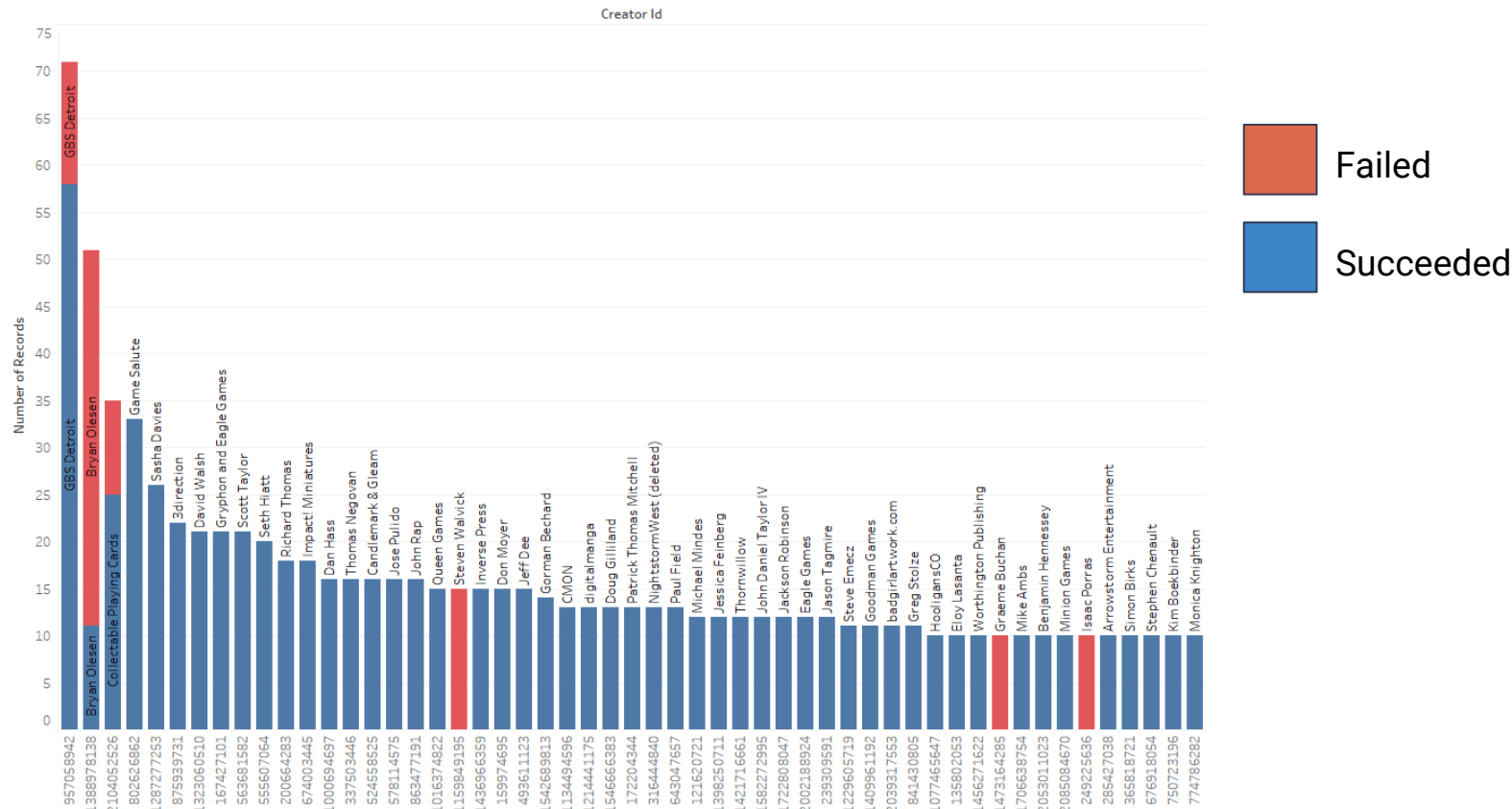
Blurb Sentiments Sorted by Percent Successful



A sentiment score of -0.1875 has the highest success rate!

Create **multiple** Projects!

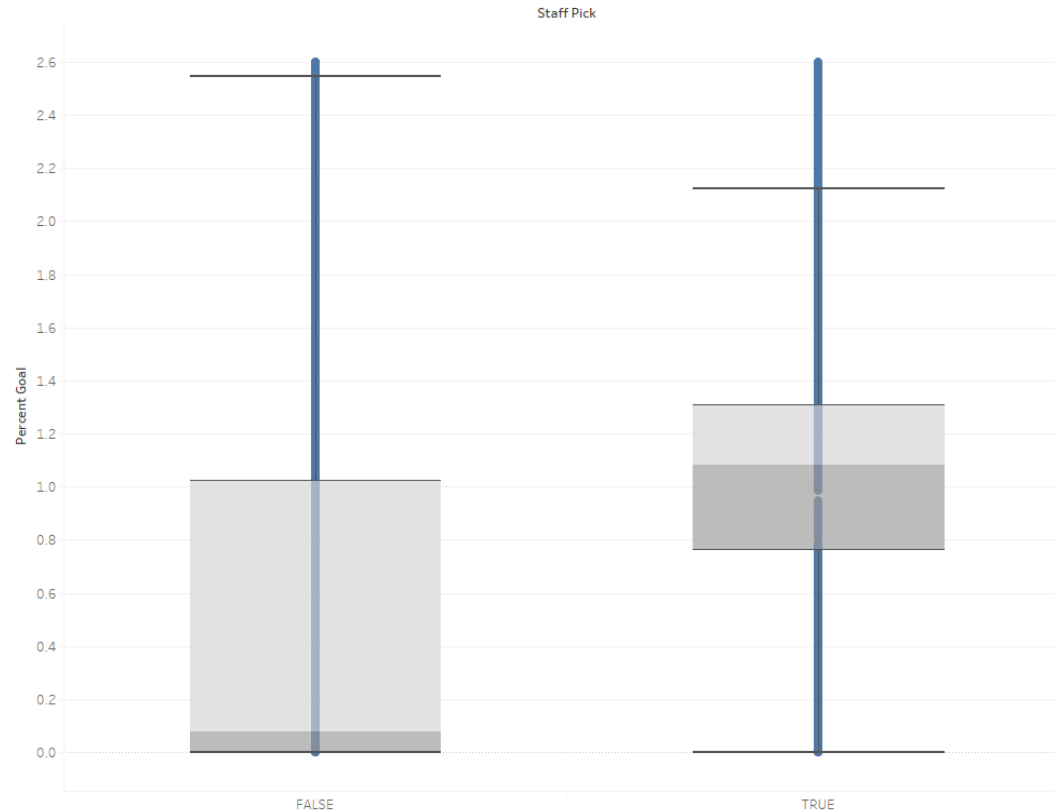
Repeat Creators



Most creators who make multiple projects have high success rates among their projects (besides Steven Walvick).

Is it a Staff Pick?

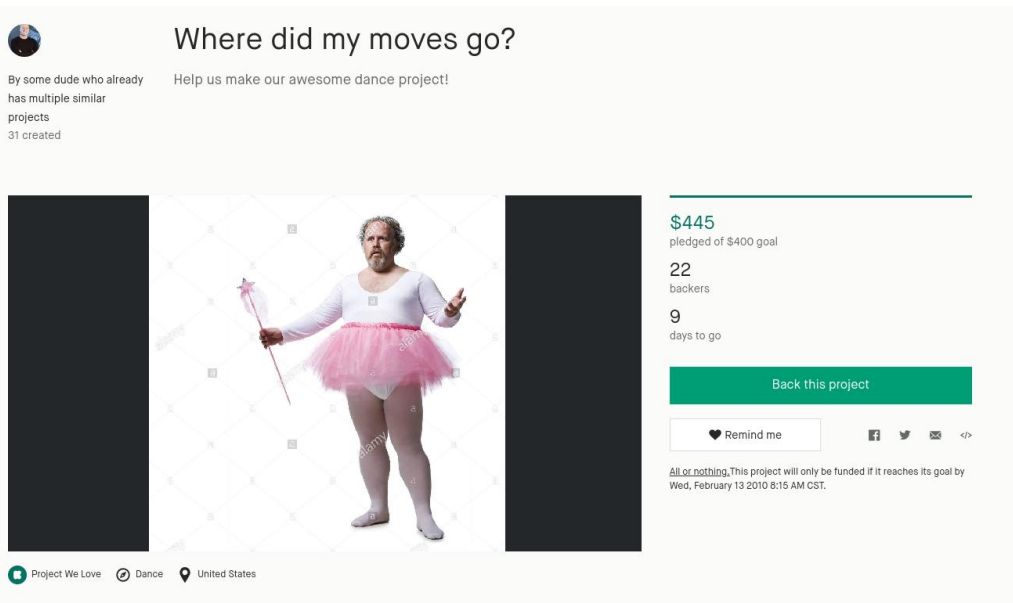
Staff Pick on Percent Goal



Chicken or the Egg? Do staff picks make success or do the staff chose projects more likely to succeed?

So, what's the
Conclusion?

What kind of project should you make?



- Year?
 - 2009 - 2011
- Country of Origin?
 - Countries advancing in technology
 - Ex. US, Hong Kong, Singapore, UK
- Category?
 - Dance, Theater, Comics
- Words?
 - Sentiment Score of -0.1875
 - Cooperative words like “our” and “help”
- Multiple Projects?
 - Yes! Make multiple, similar projects.
- Staff Pick?
 - Yes!

What would we do if we had
more time?

We got most of what we wanted to do done. Just a few more small things to add:

- Scrape data for remaining records
- Investigate backer statistics
- Gather all of the data for 2018
- Investigate the Hong Kong Phenomenon (HKP) further
- Create a better model
- Test our model by creating a Kickstarter project of our own.

Have an Idea?

Try your project idea on your laptop or mobile device

Scan



Questions?

aidan
or type ben
chase
joe

@kickstats.org

www.kickstats.org/try

Try it out for yourselves!