

# KICKSTARTER

## Predicting Kickstarter Success using Text Blurbs

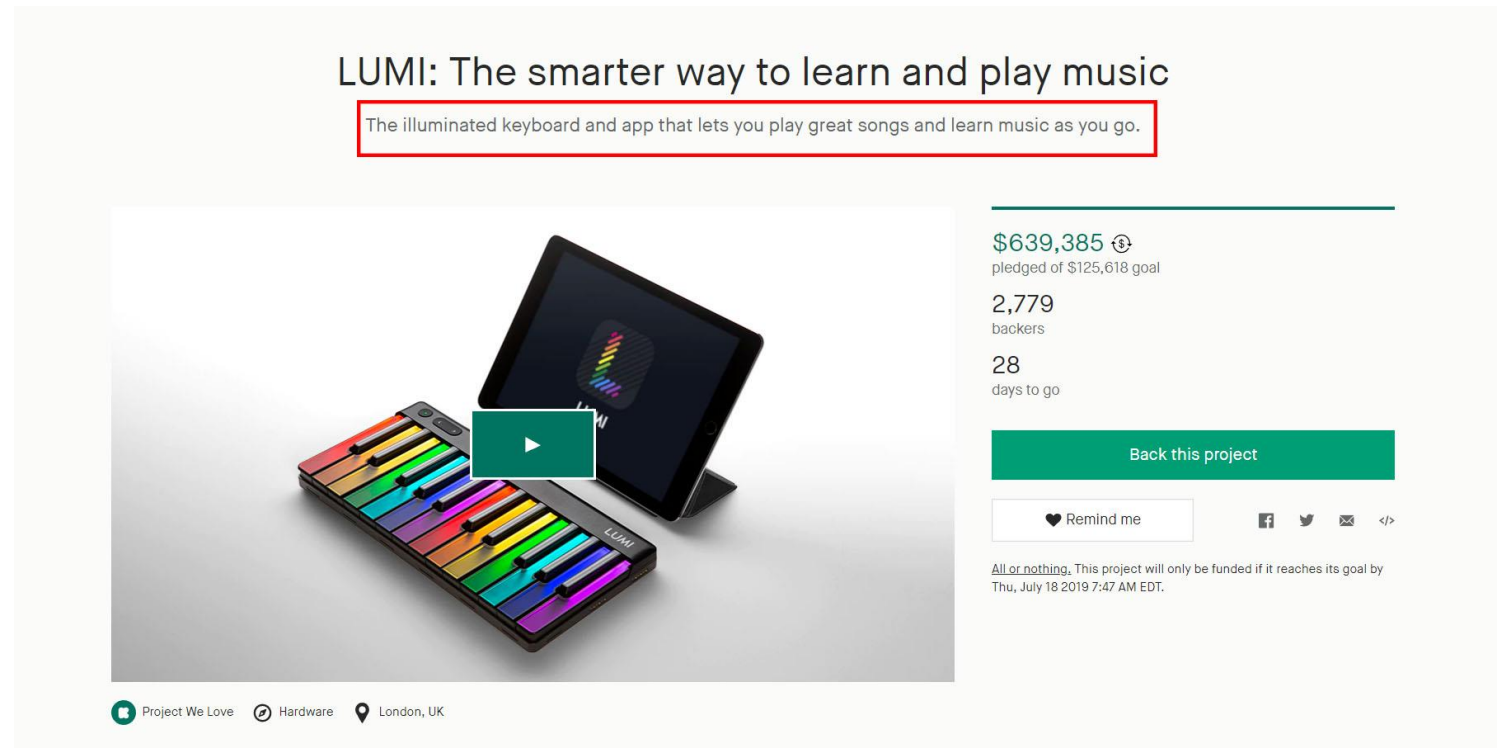
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ALEX BLACK

6/19/2019

# Kickstarter Dataset

- Kickstarter projects from 2009 - 2019
- Feature Highlights
  - Full-length blurbs
  - Backer count
  - USD pledged
  - Staff pick



# Project Objectives

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- Build predictive model for classifying Kickstarter success
  - Using only blurbs (NLP)
  - Deep learning model
- Identify useful blurb trends
- Find common “success” words
- Explore non-blurb related factors in Kickstarter success

# Blurbs: Word Clouds

# Successful Projects

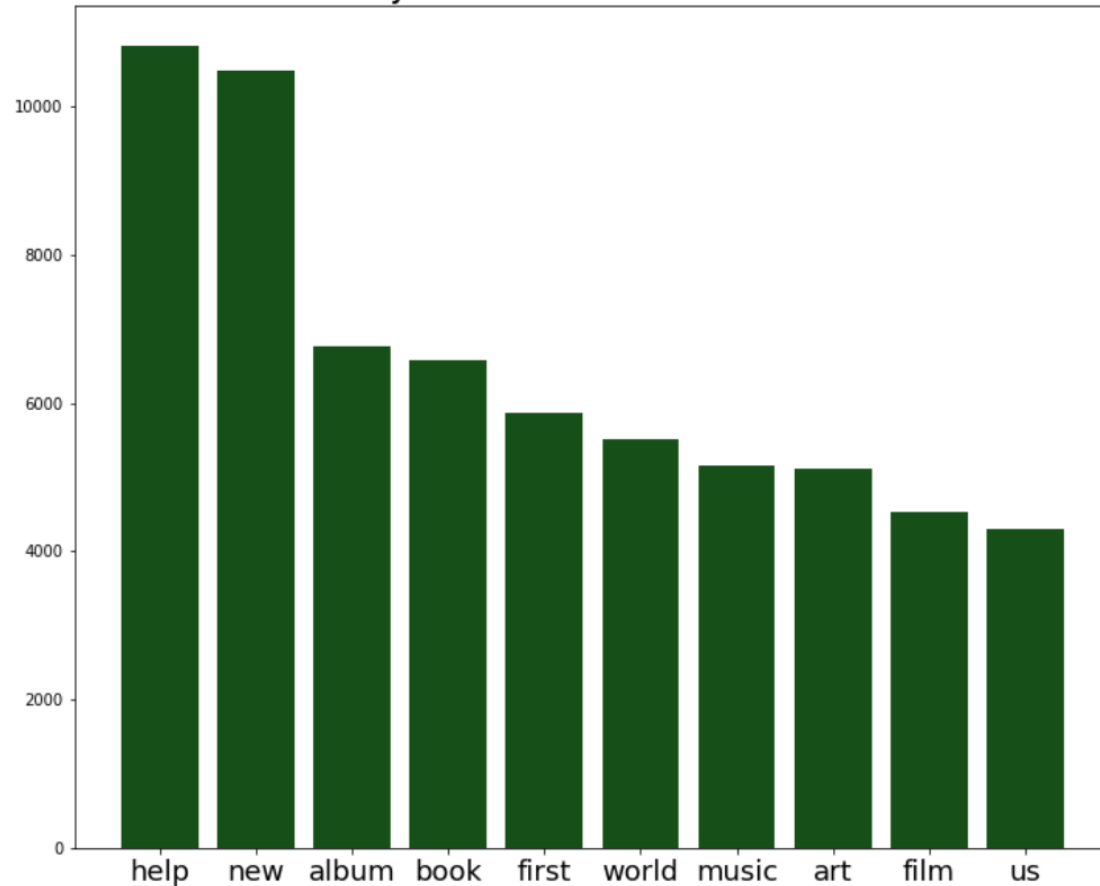


# Failed Projects

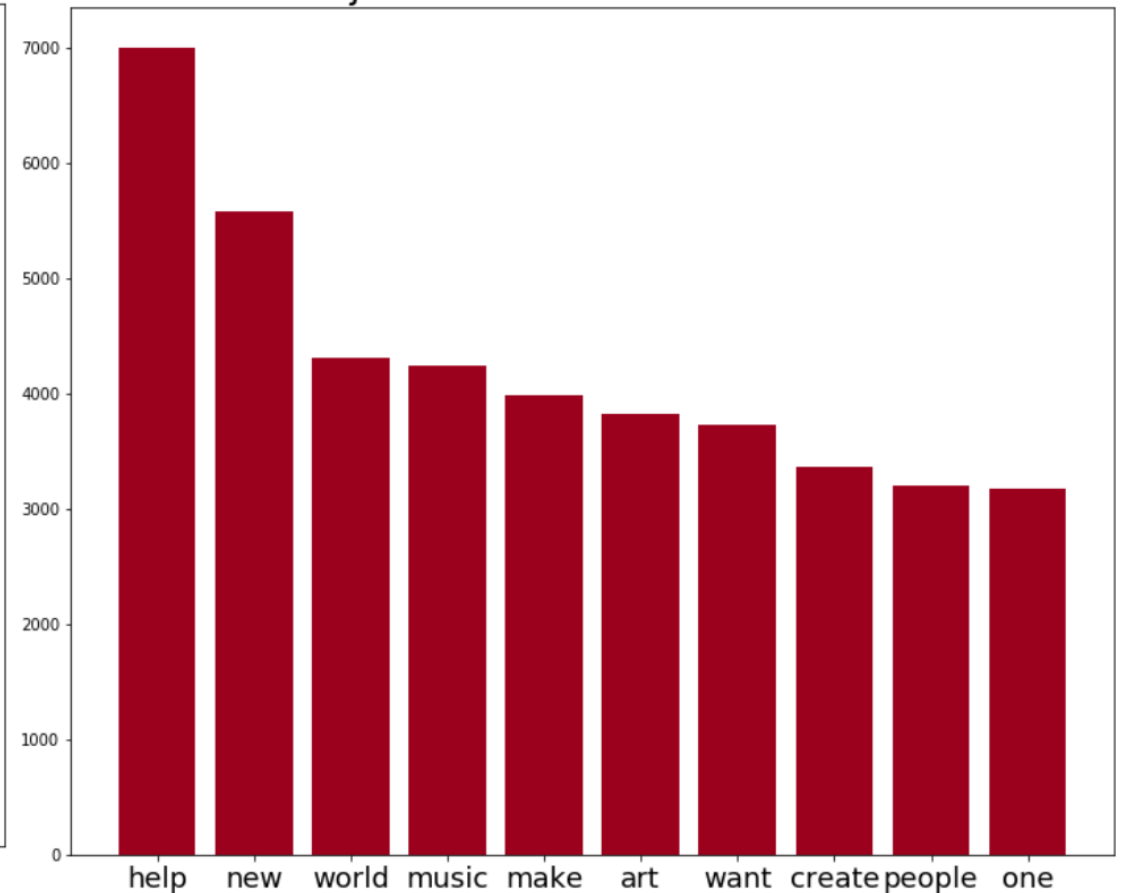


# Popular Words: Success vs. Failure

Successful Projects 10 Most Common Blurb Words



Failed Projects 10 Most Common Blurb Words



# High Performing Blurb Examples

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- Bring Reading Rainbow's library of interactive books & video field trips to more platforms & provide free access to classrooms in need!
- The creative talent behind Banjo-Kazooie and Donkey Kong Country reveal an all-new platforming adventure for consoles and PC!
- The world's first dodgeball card game. Collect cards. Play your hand. Throw things at your friends.
- Pono's mission is to provide the best possible listening experience of your favorite digital music.

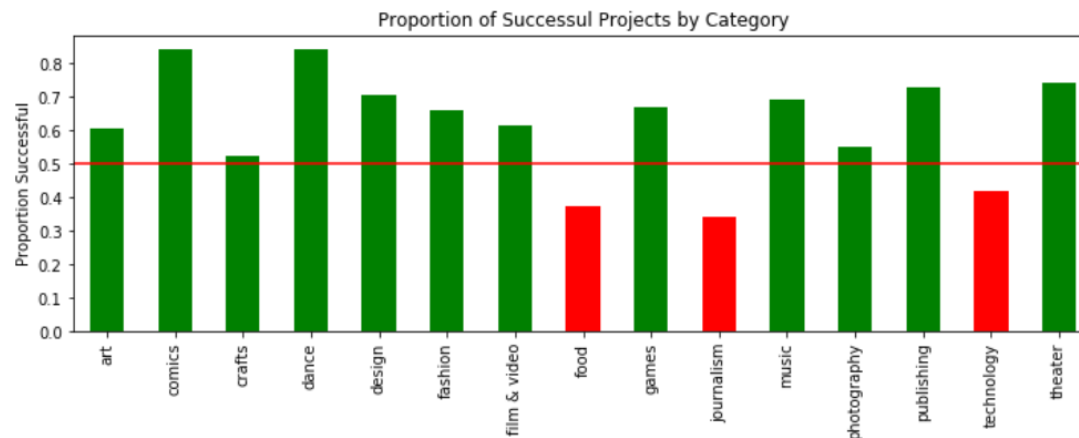
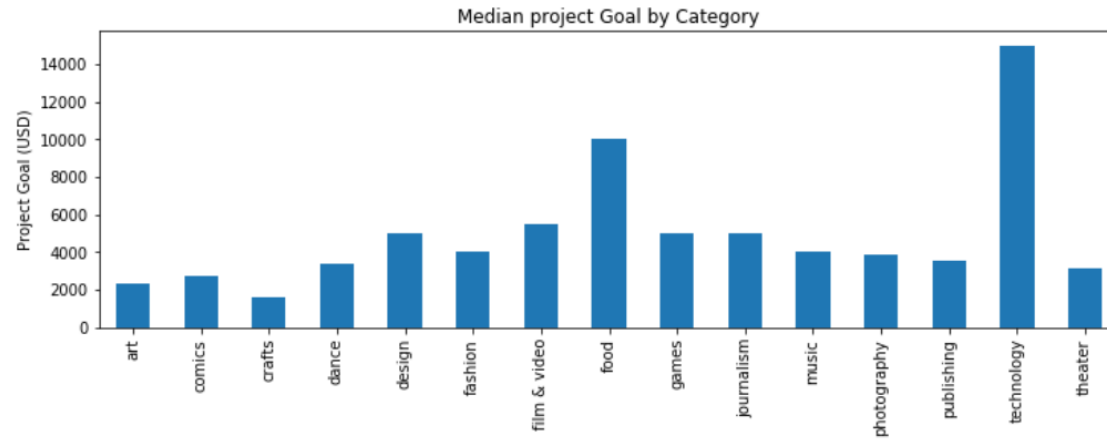
# Blurb Modeling Results

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- Model 1: Self-trained RNN
  - 69% accurate
- Model 2: Pre-trained RNN

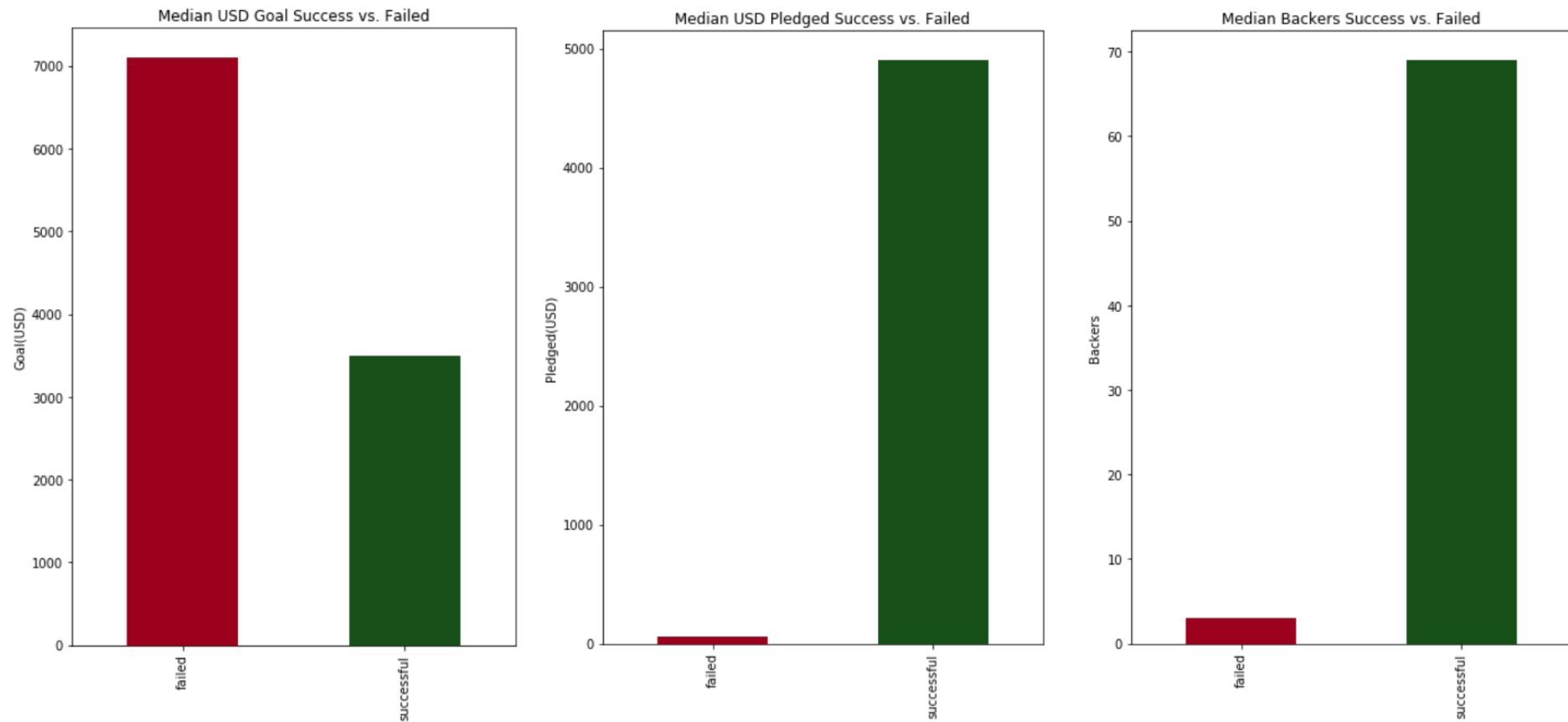
# Exploring Success Factors: Category

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# Exploring Success Factors: Goals and Pledges



# Conclusions and Recommendations

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- 70% accurate predictive model using Kickstarter blurb.
- Blurbs
  - No more than 20 words
  - Deliver direct message
- Categories
  - Tech/Food projects tough
- Goals/Pledges/Backers
  - Goal < \$4000 USD
  - Focus marketing on recruiting 100 loyal backers

# Questions?

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Thank you!!