

THE LANGUAGE OF
KICKSTARTER

Jayalakshmi Jain

Data

- Scraped off the website using selenium
- 3000 projects



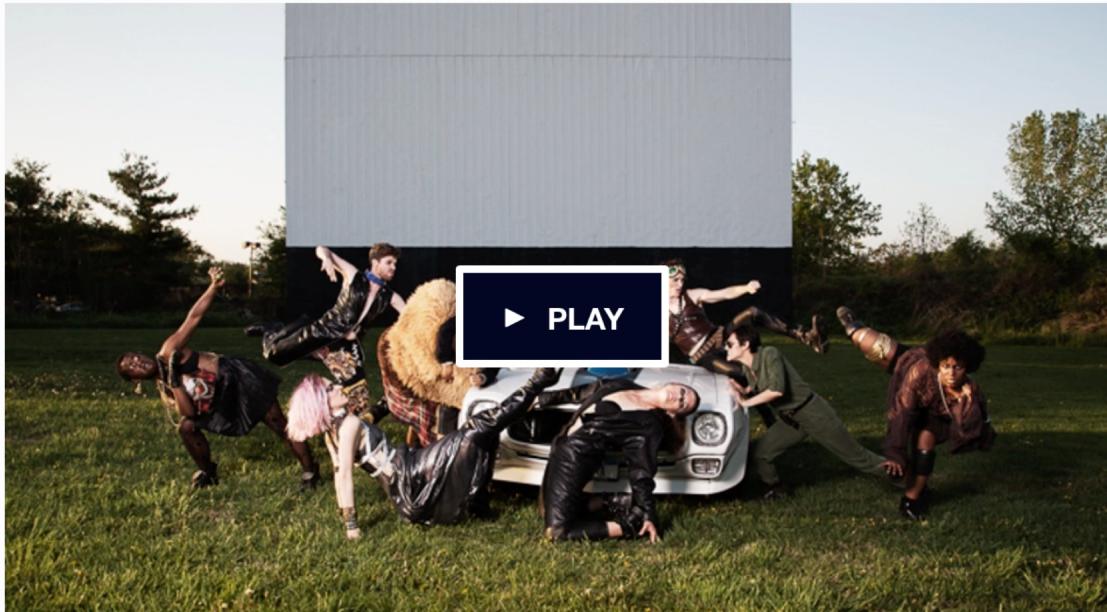
By Ani Taj

3 created

Follow

The Dance Cartel presents: WET CLUTCH

A groundbreaking DRIVE-IN DANCE EXPERIENCE reimagining heroines from the last four decades of American cinema.



\$1,458

pledged of \$15,000 goal

16

backers

28

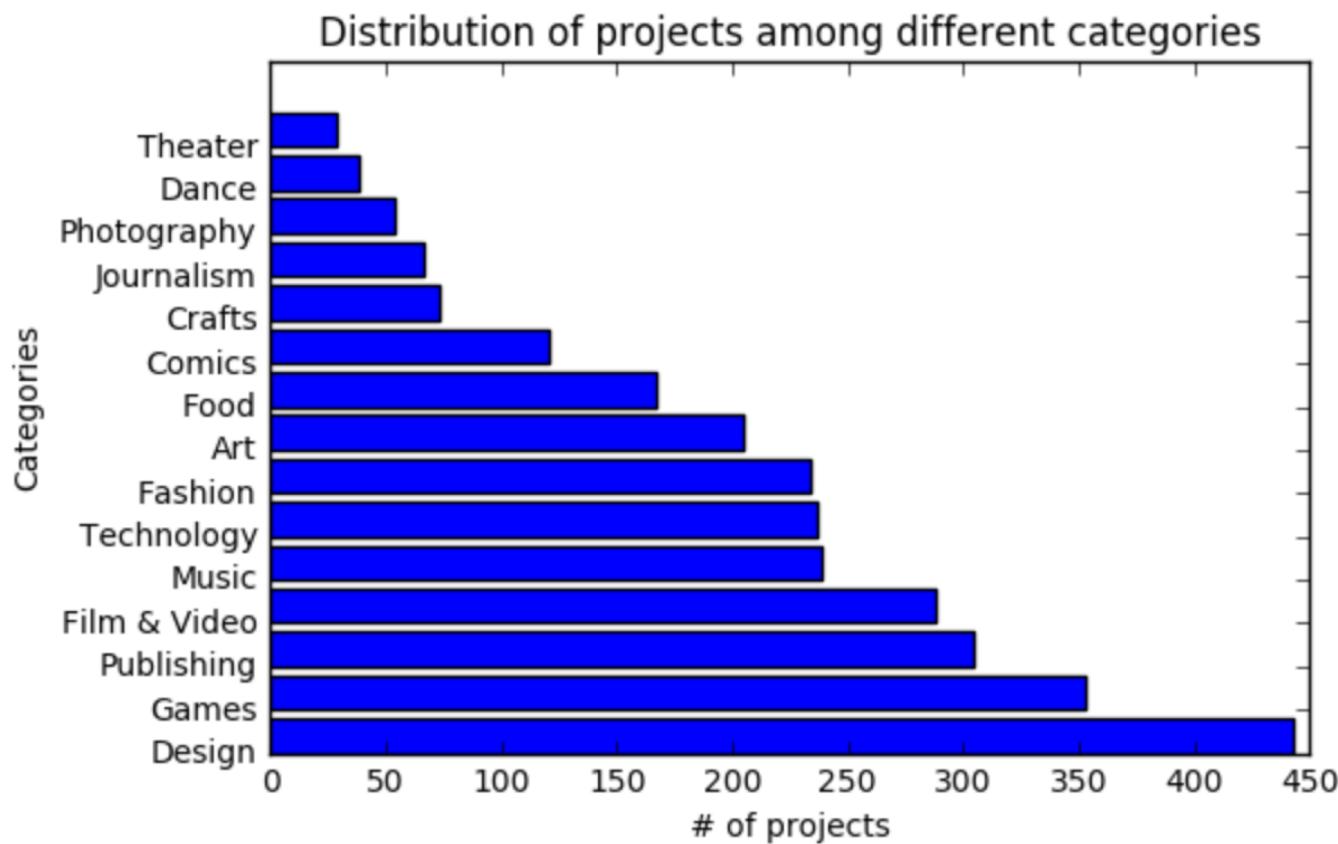
days to go

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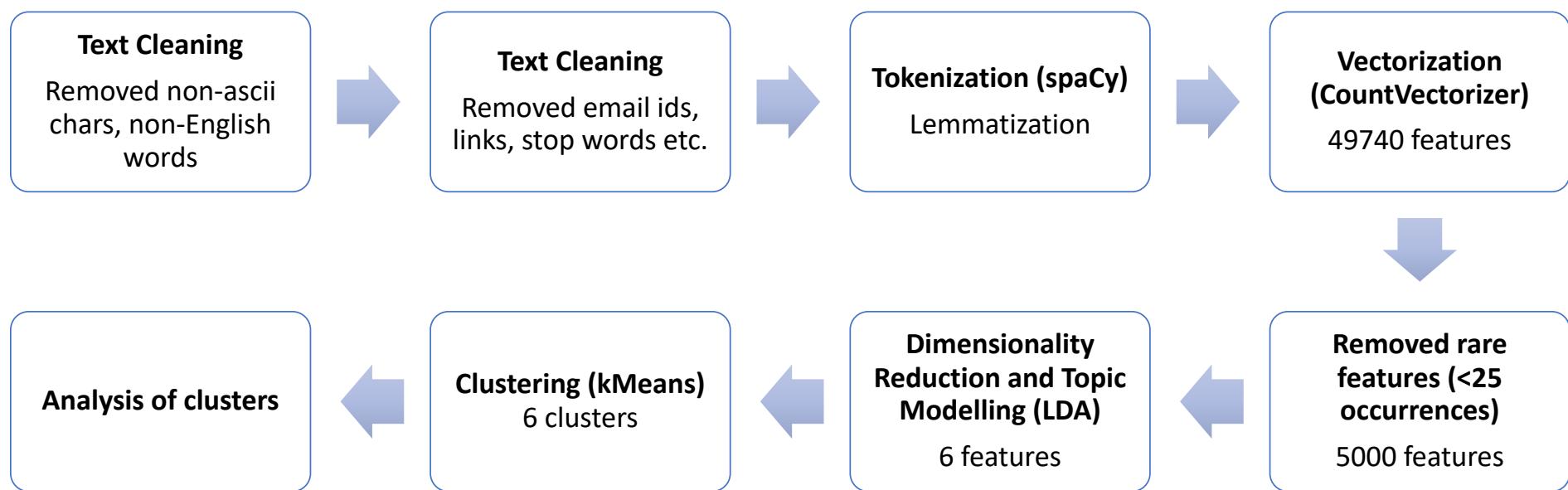
Objective



Objective

- Use NLP and unsupervised learning techniques to analyze Kickstarter description and to see what categories of projects emerge.

Overview



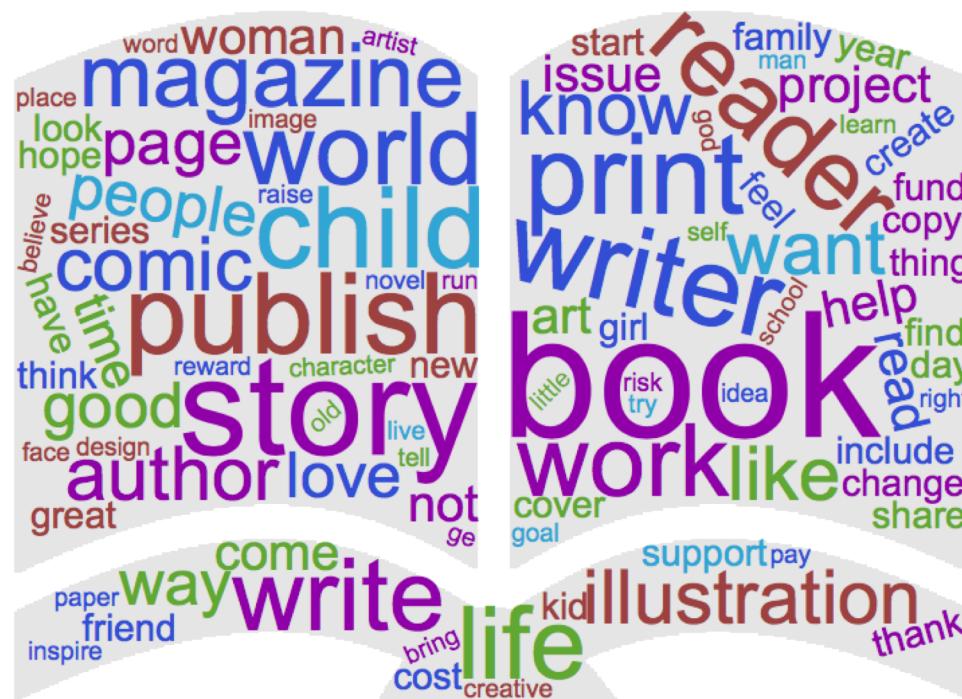
Dimensionality Reduction and Topic Modeling



TOPIC: FILM & MUSIC



TOPIC: PUBLISHING (books)



TOPIC: FOOD



TOPIC: GAMES



TOPIC: LUXURY ITEMS

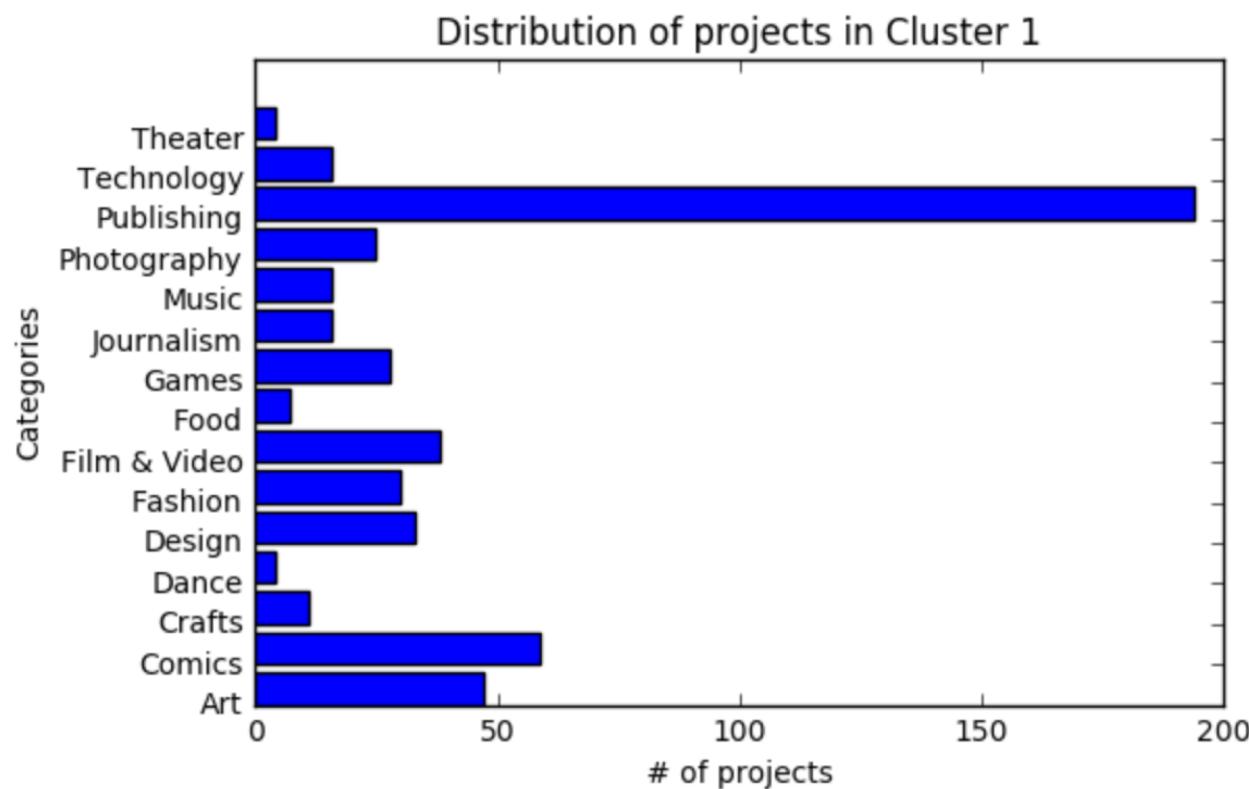


TOPIC: COMMUNITY & AWARENESS



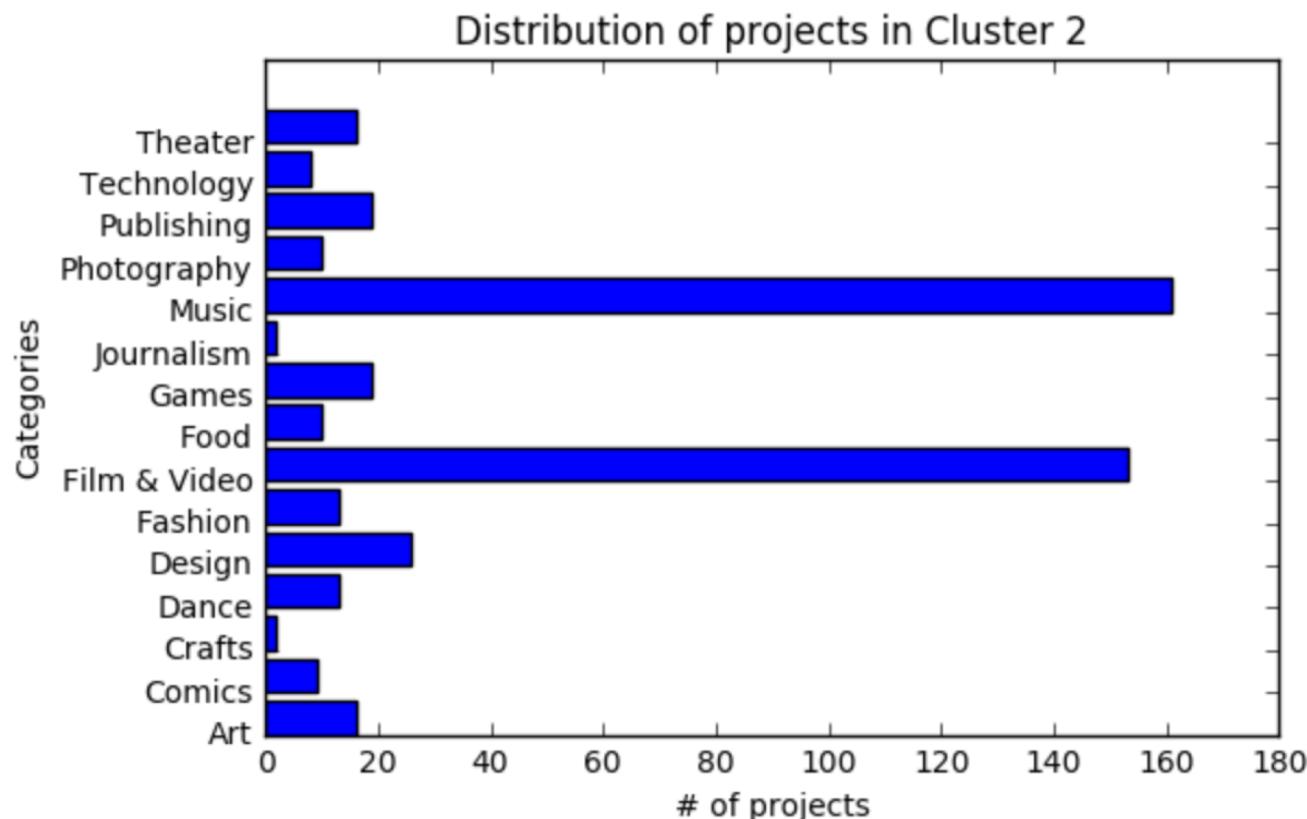
Cluster Analysis

- Cluster 1 – weighs majorly towards topic Books



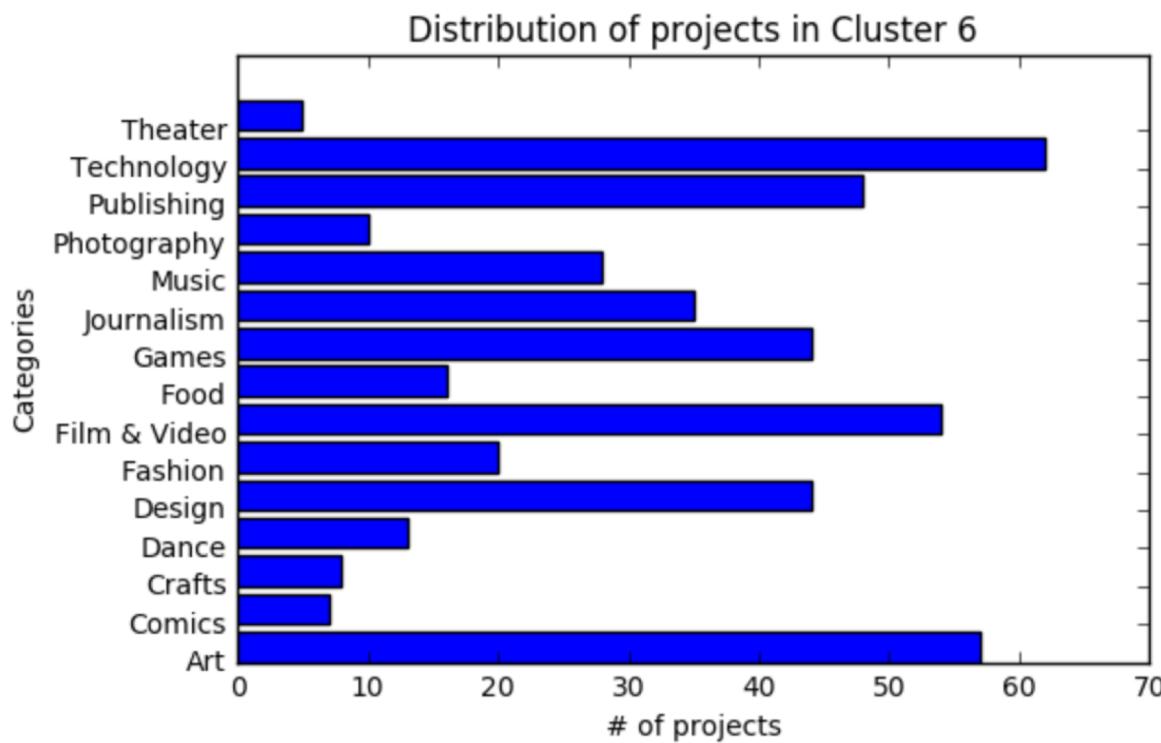
Cluster Analysis

- Cluster 2 – weighs majorly towards topic Film and Music



Cluster Analysis

- Cluster 6 – weighs majorly on topic Community



About this project



Restore Historic Mission Control

Houston, TX Architecture

\$506,905

pledged of \$250,000 goal

4,251

backers



Pope.L: Flint Water at What Pipeline

By What Pipeline

First created

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\$17,169

pledged of \$12,500 goal

153

backers

11

days to go

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All or nothing. This project will only be funded if it reaches its goal by Tue, September 5 2017 5:00 PM CDT.

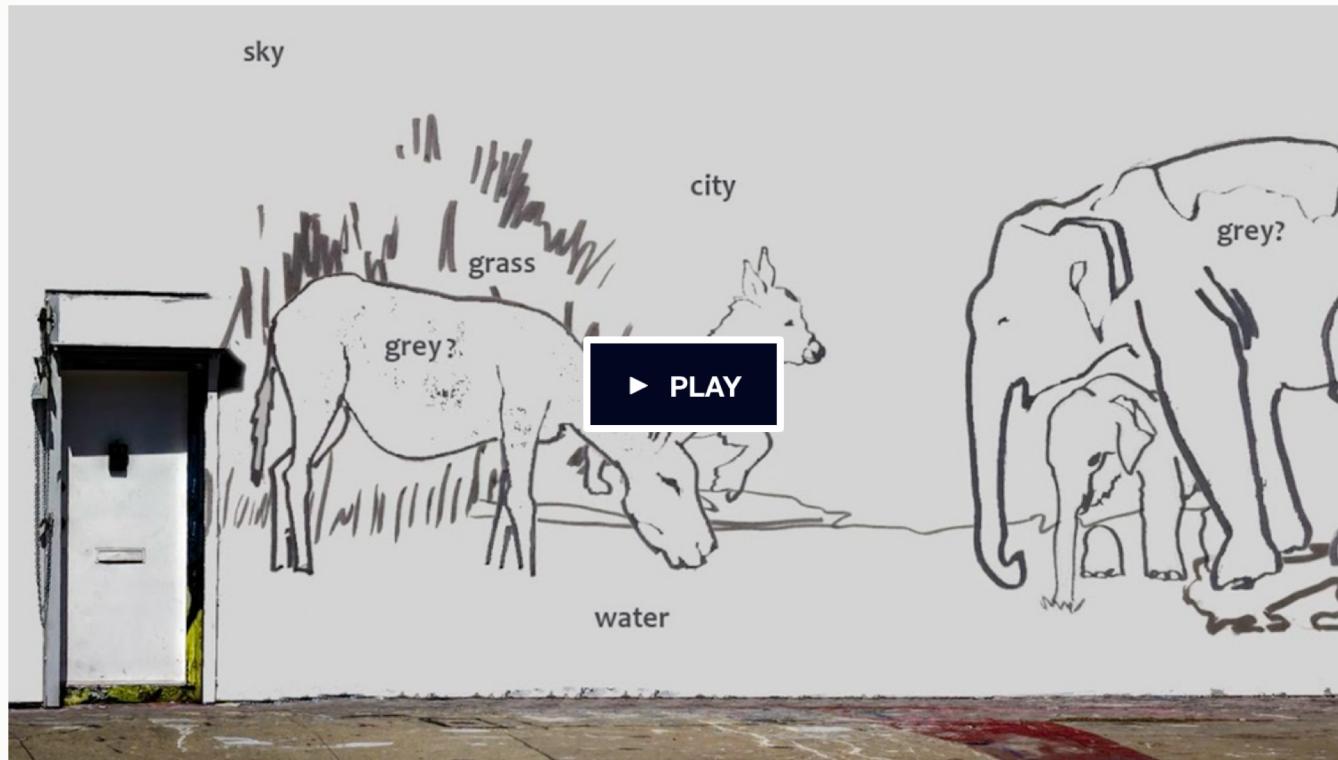


Murals Across America: Flint

By Inga Loyeva
First created

Follow

Collaborative Community Mural Project



\$12,986

pledged of \$14,500 goal

98

backers

18

days to go

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Observations

- Make a new category called “Community / Awarness”

THANK YOU



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