

Project Presentation
8.October 2020
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Kickstarter success prediction

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DO THIS!

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Models and their
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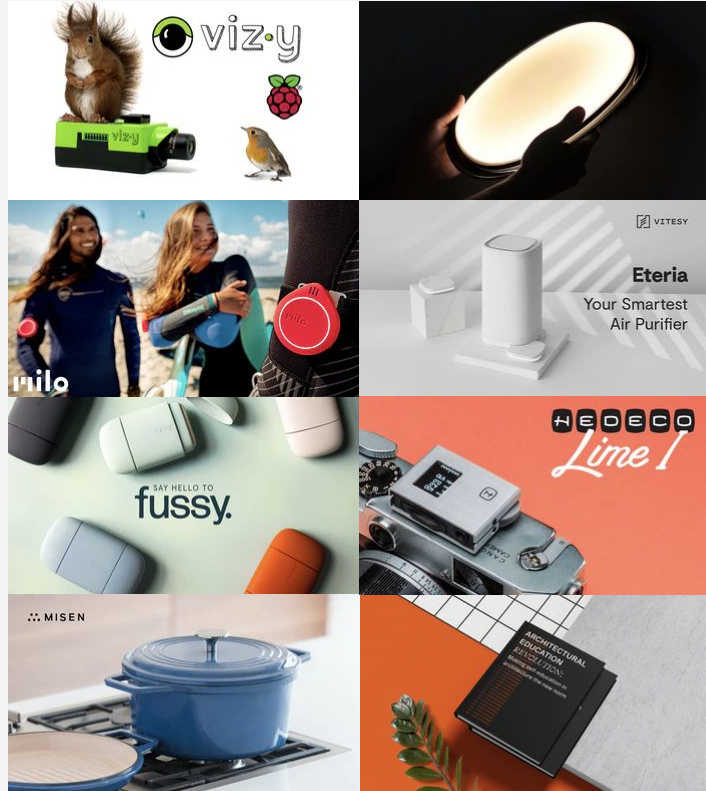
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FUTURE WORK

ROC, blurb and photo
analysis

INITIAL SITUATION

01 INITIAL SITUATION



About Kickstarter

- Global crowdfunding platform
- Mission: **“Help bring creative projects to life”**
- launched in 2009
- Projects only receive funding if the goal is reached
- \$4.6 billion in pledges (Dec 2019)
- about 17.2 million backers funded 445,000 projects

01 INITIAL SITUATION



Our Data Source

- Data comes from a scraping service:
<https://webrobots.io/kickstarter-datasets/>
- Snapshot of “all” project (scraped 18.11.2019)
- about 185.000 projects after removing duplicates

01 INITIAL SITUATION – TASK



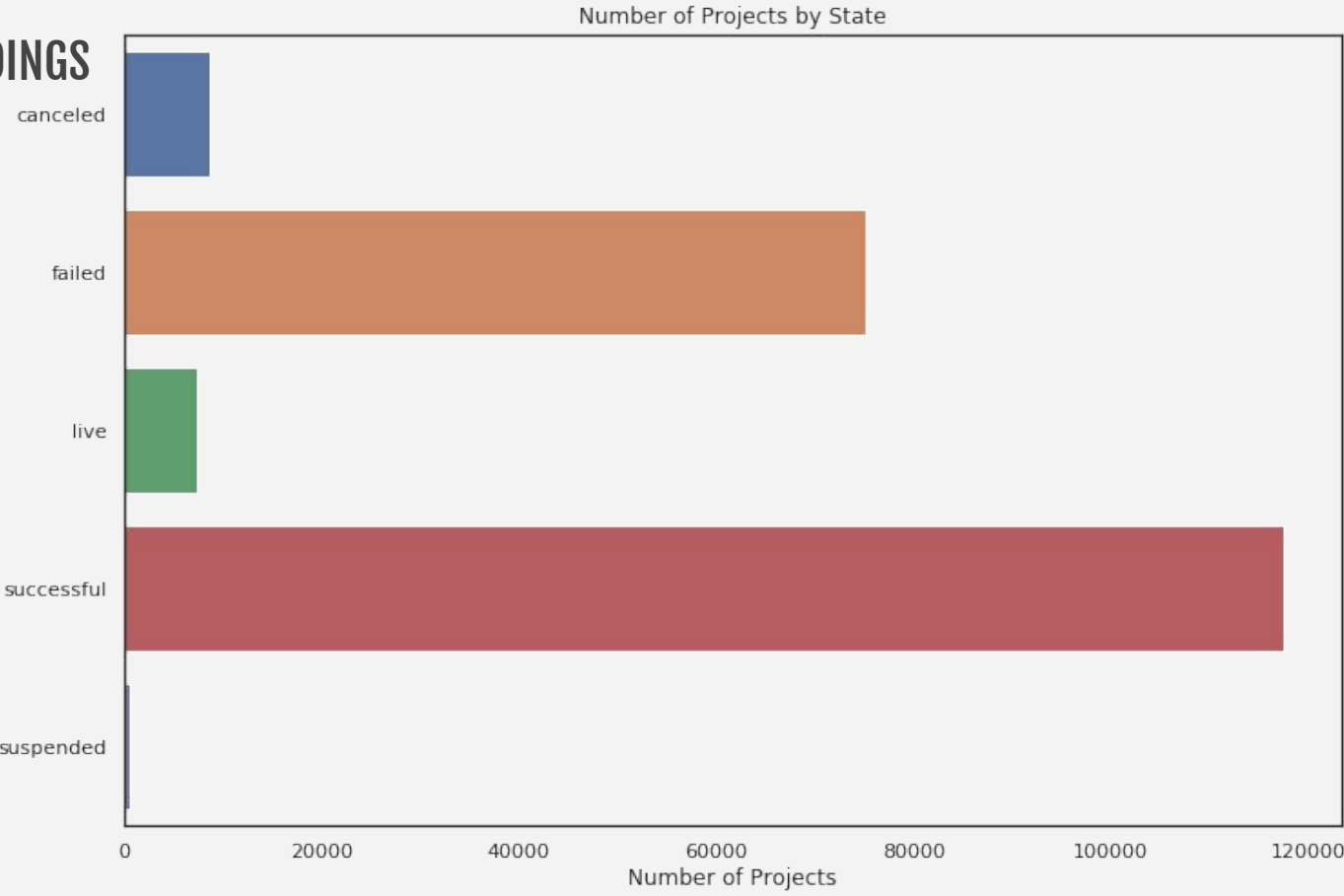
Creation of a model to predict the success of a campaign (based on known project data)



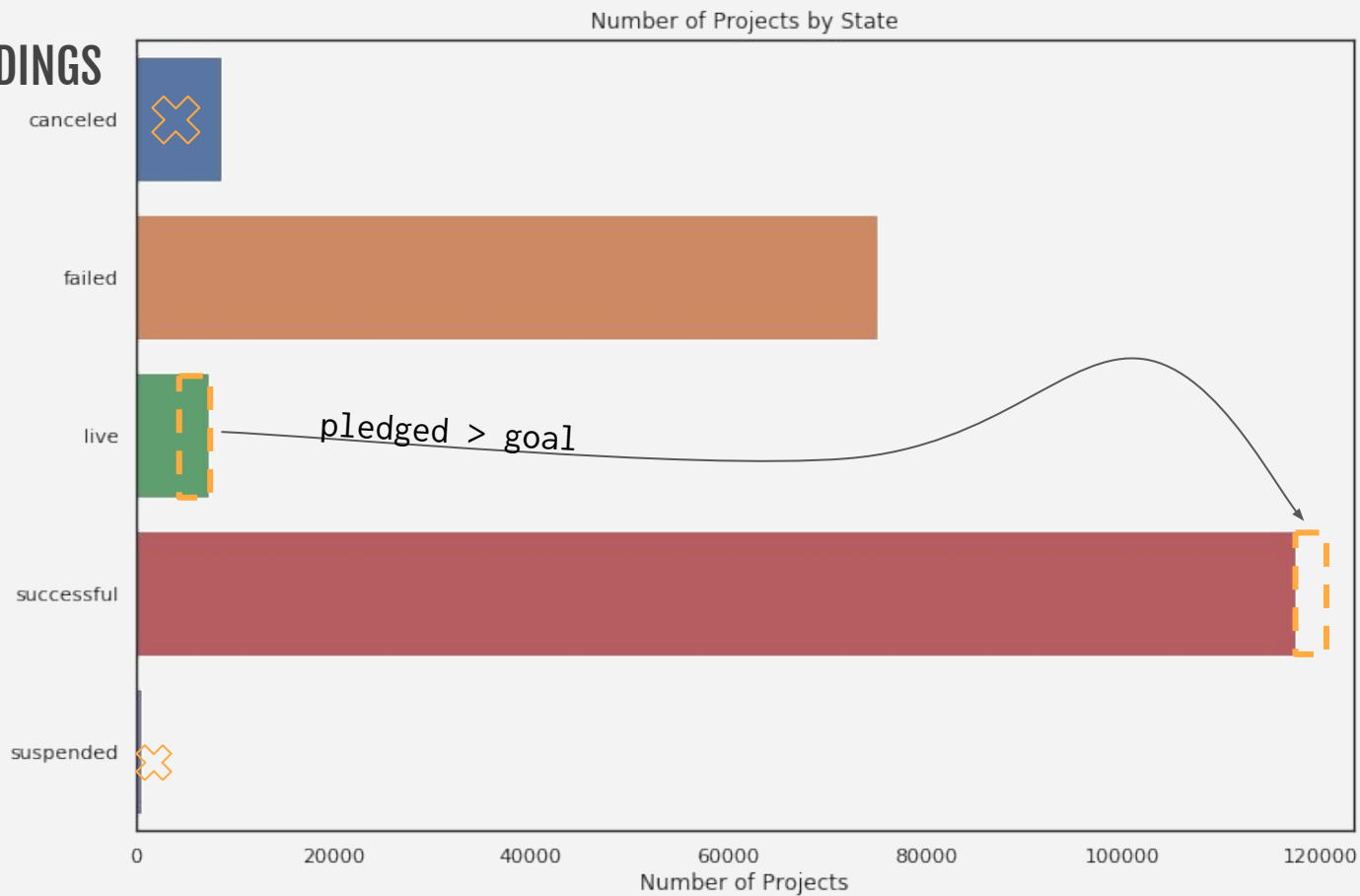
Recommendations of how to optimize a project for success

FINDINGS

02 FINDINGS

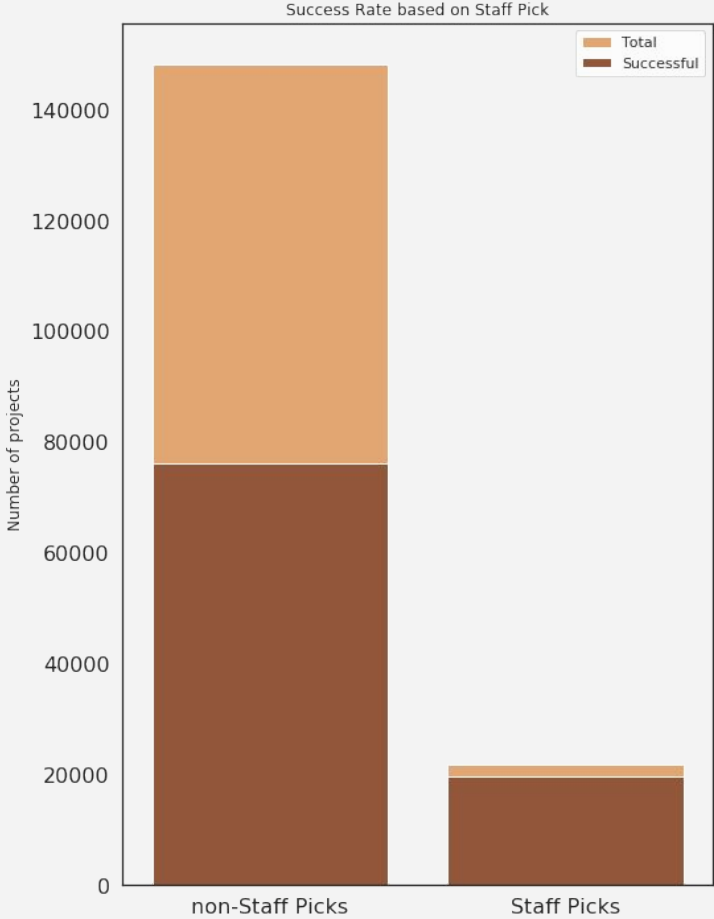
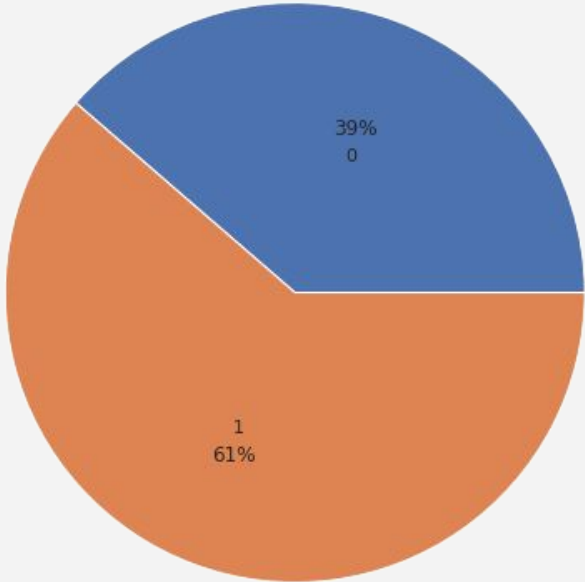


02 FINDINGS

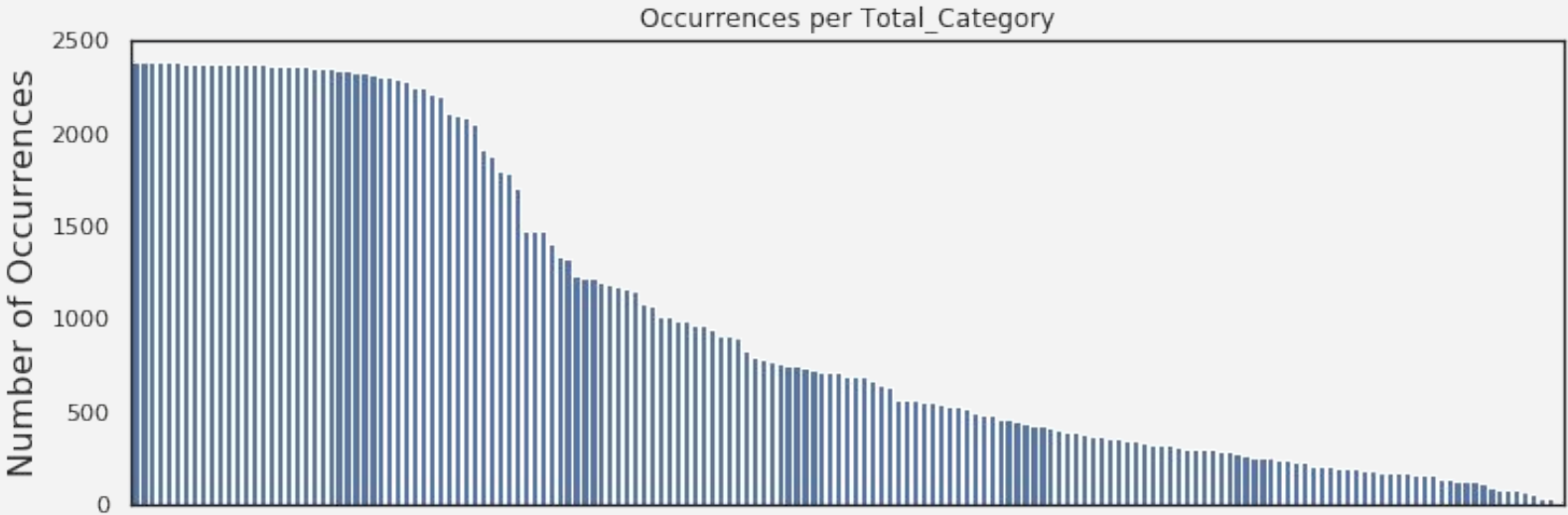


02 FINDINGS

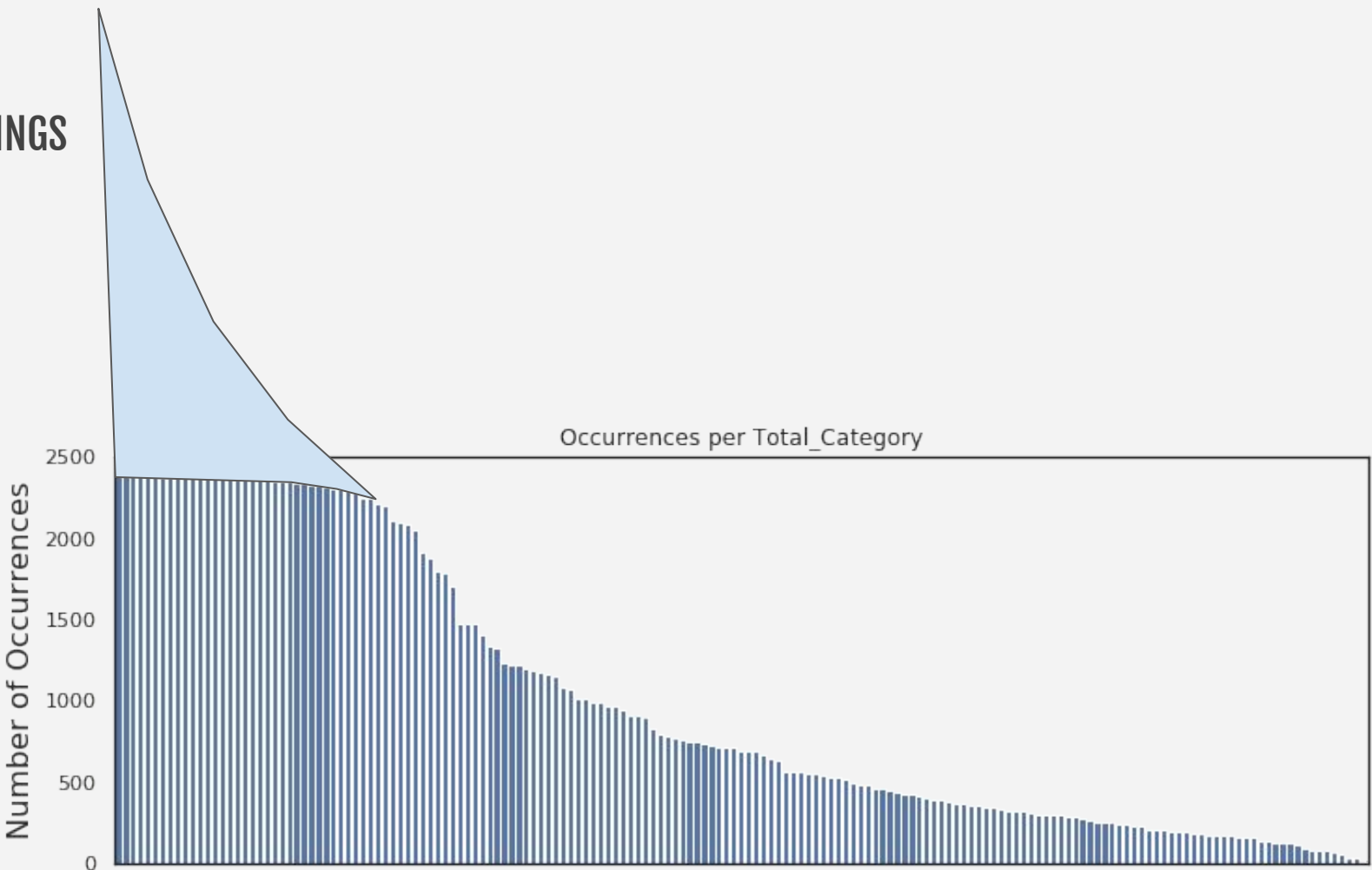
Success (1) vs. Failure (0)



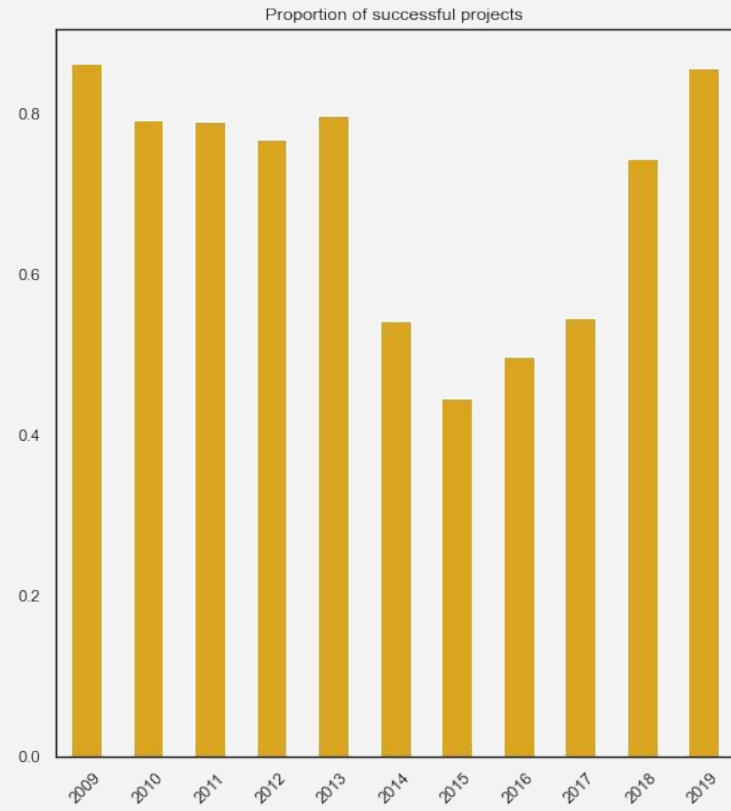
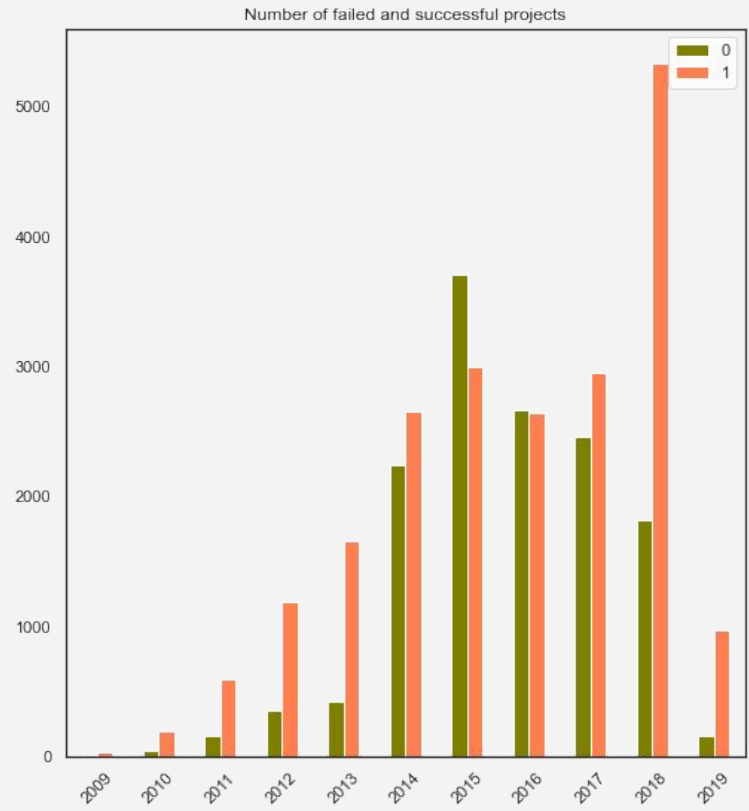
02 FINDINGS



02 FINDINGS

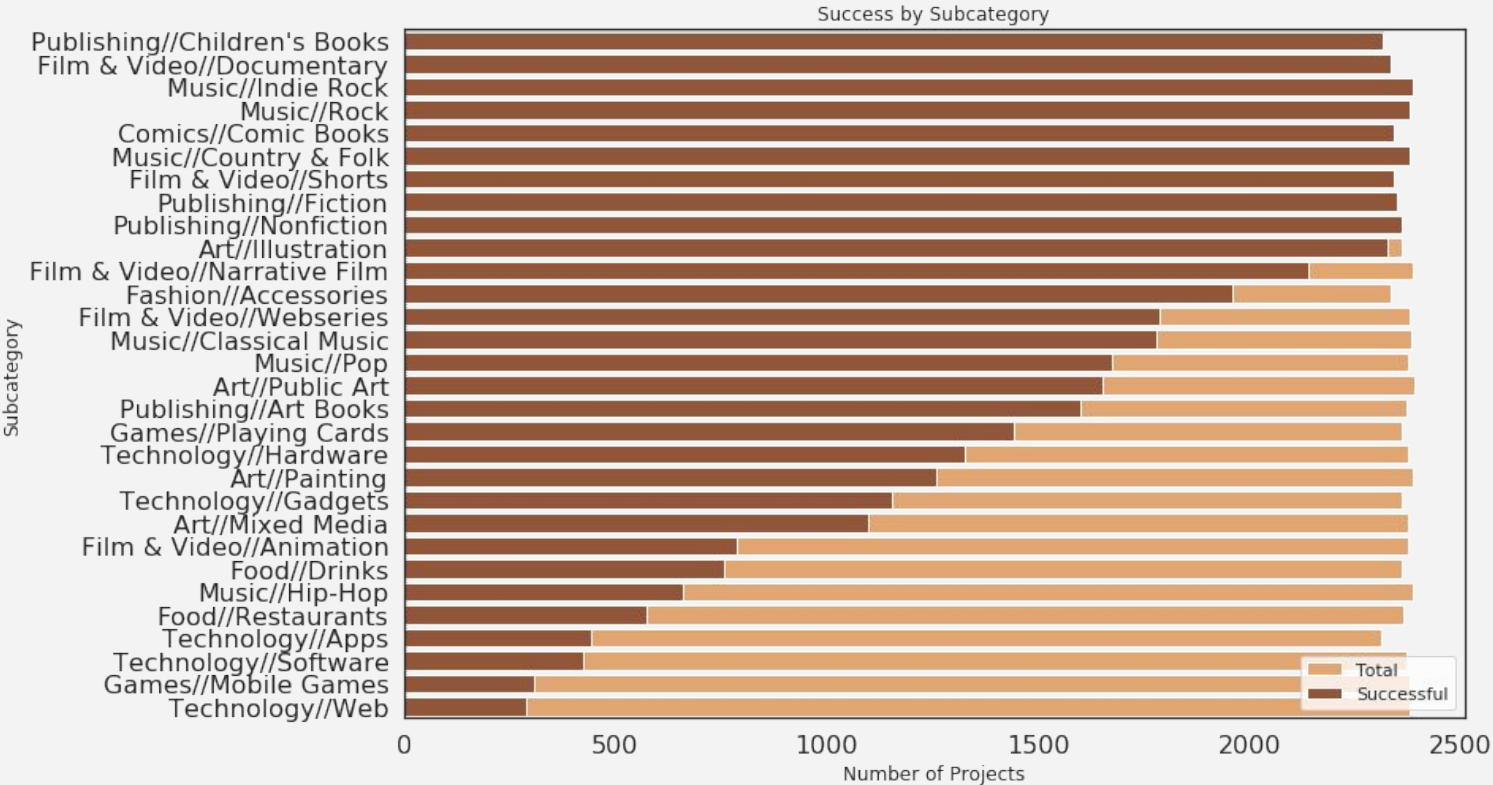


02 FINDINGS

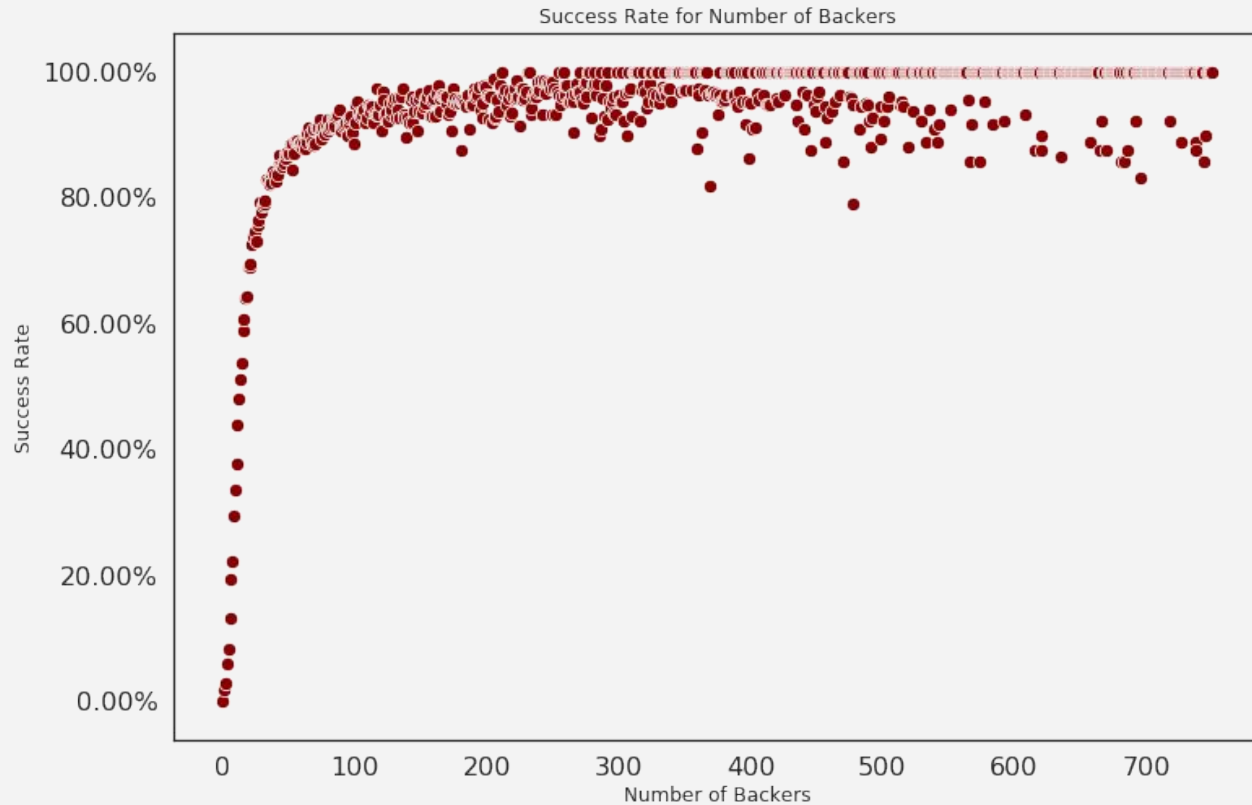


RECOMMENDATION

03 RECOMMENDATIONS



03 RECOMMENDATIONS

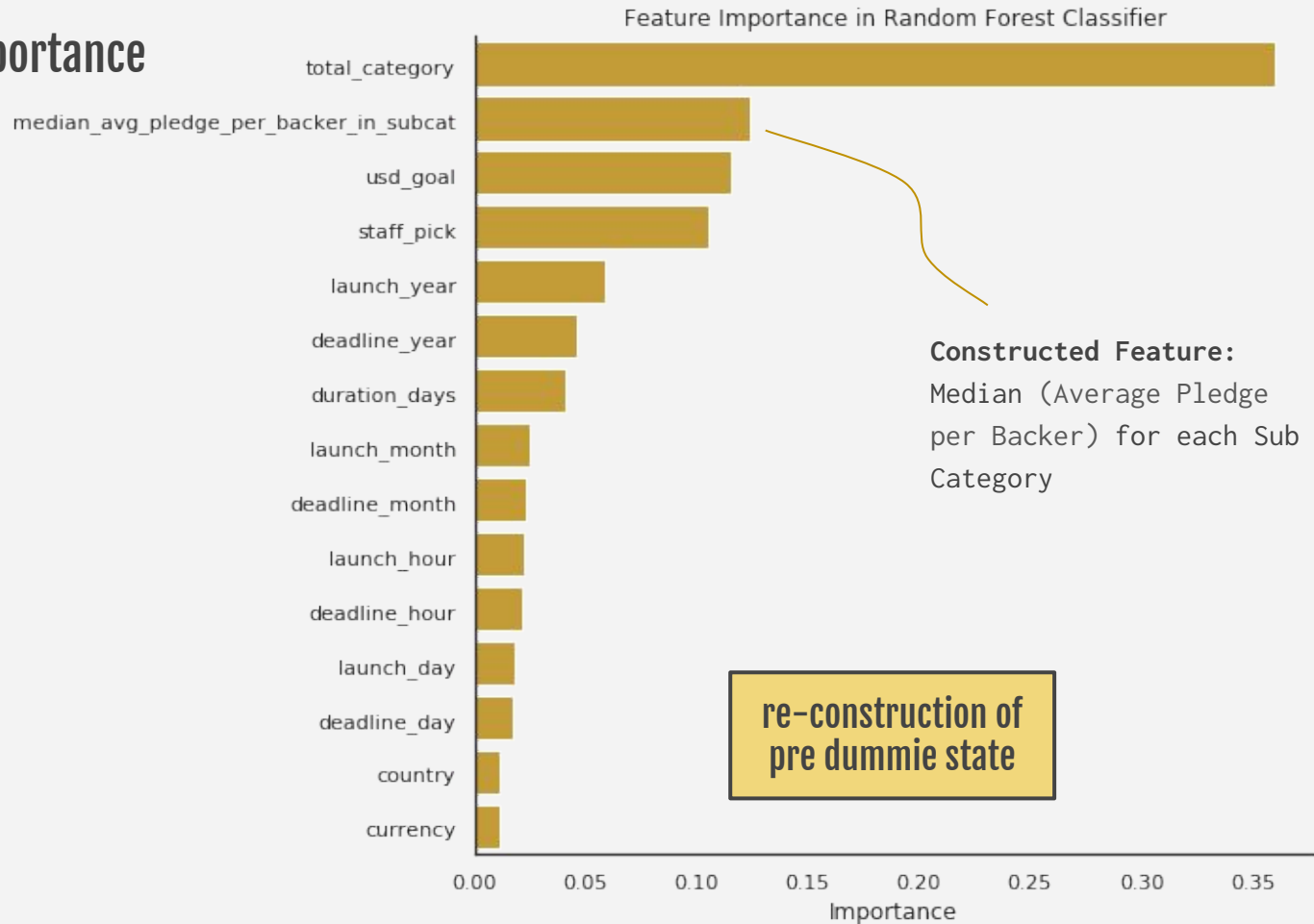


SUCCESS PREDICTIONS

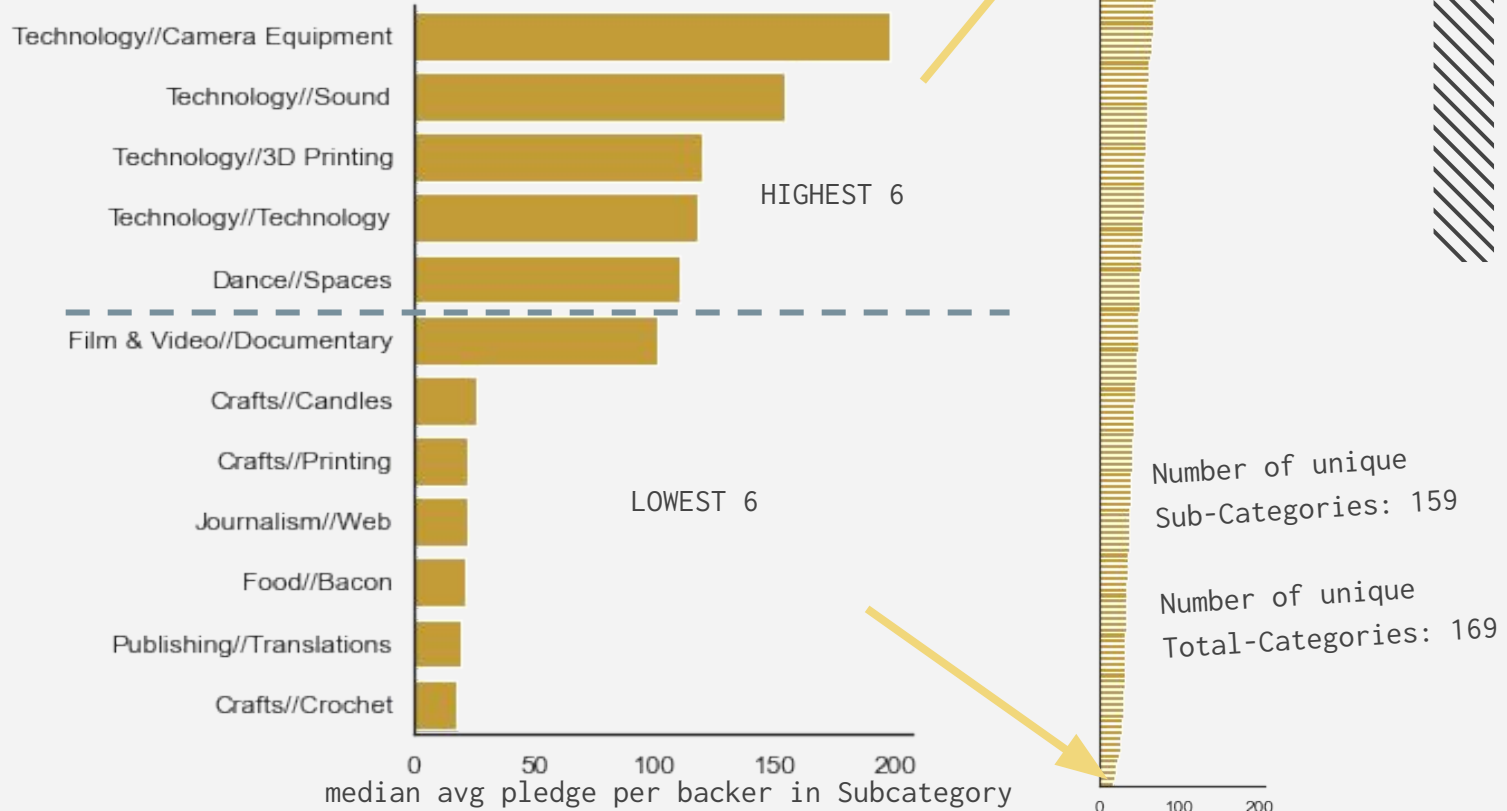
Feature importance, 244 features



Feature Importance



04 MODEL EVALUATION



04 MODEL EVALUATION

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Best performing model:

Random Forest

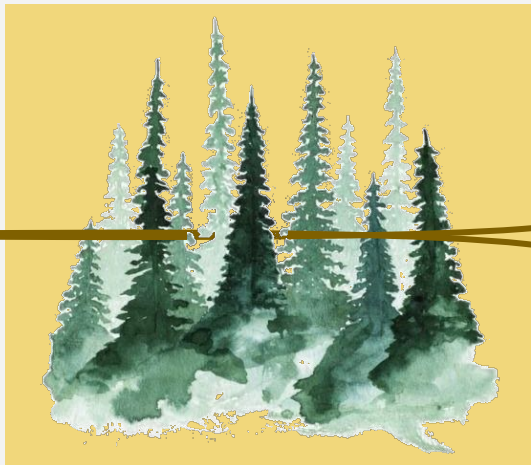
f1_score: 0.812

accuracy: 0.823

precision: 0.867

recall_score: 0.764

roc_auc_score: 0.823

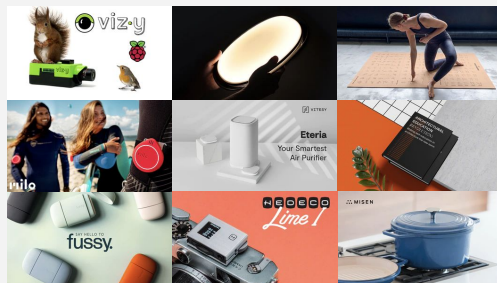
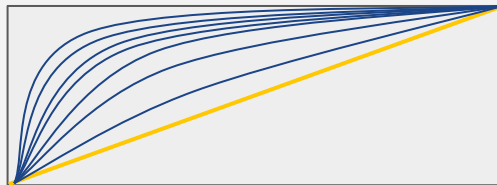
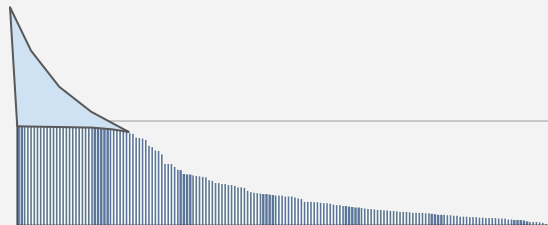


SUCCESS

FAILED

FUTURE WORK

05 FUTURE WORK



Low Hanging

Full-data-view, we are looking at roughly 45% of the potential data.

Investigating **ROC curves** to visually compare different models and improve upon them.

High Hanging

Pictures for many campaigns are available. Do their colors and displayed objects correlate with success?



**WOULD YOUR PREDICT
SUCCESS OR FAILURE?**



ASKED FOR \$7,000.
GOT \$ 46,000.
IN 2016.



vor 6 Tagen

Pandemic? More like PANdemic, amirite?

FINISH OUR PANS, MAN.

Or, you know, give me my money back.

END