

Project Presentation
8.October 2020
Jonas Jaenicke
Olaf Steenbeck

Kickstarter success prediction

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DO THIS!

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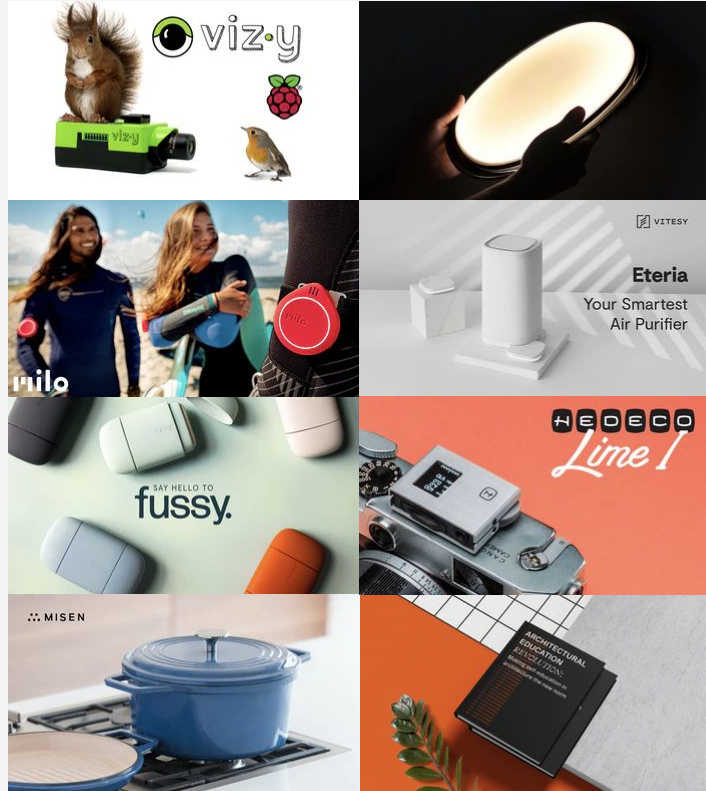
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INITIAL SITUATION

I 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

I 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

I INITIAL SITUATION – TASK



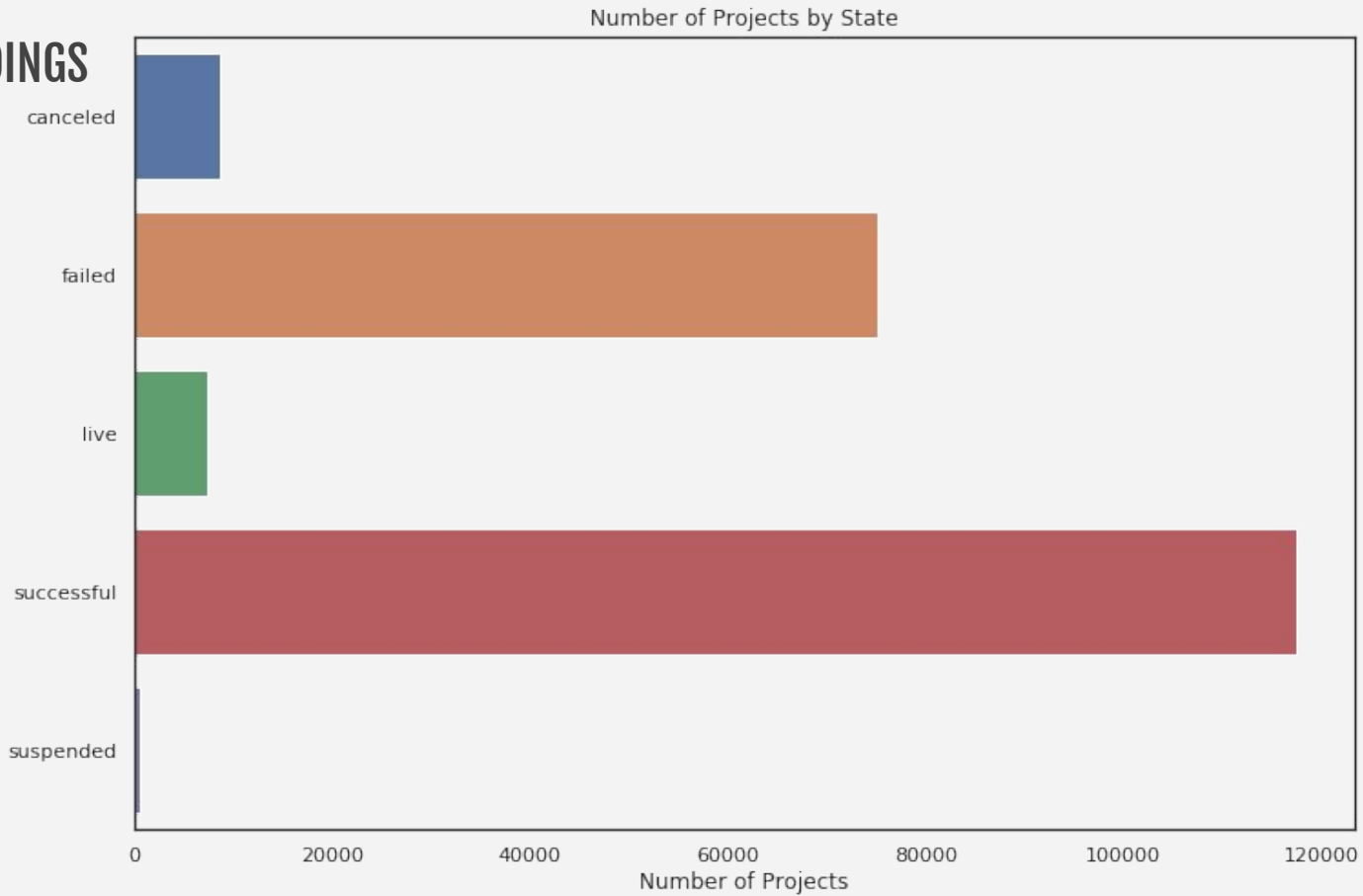
Creation of a model to predict the success of a campaign (based on known project data)



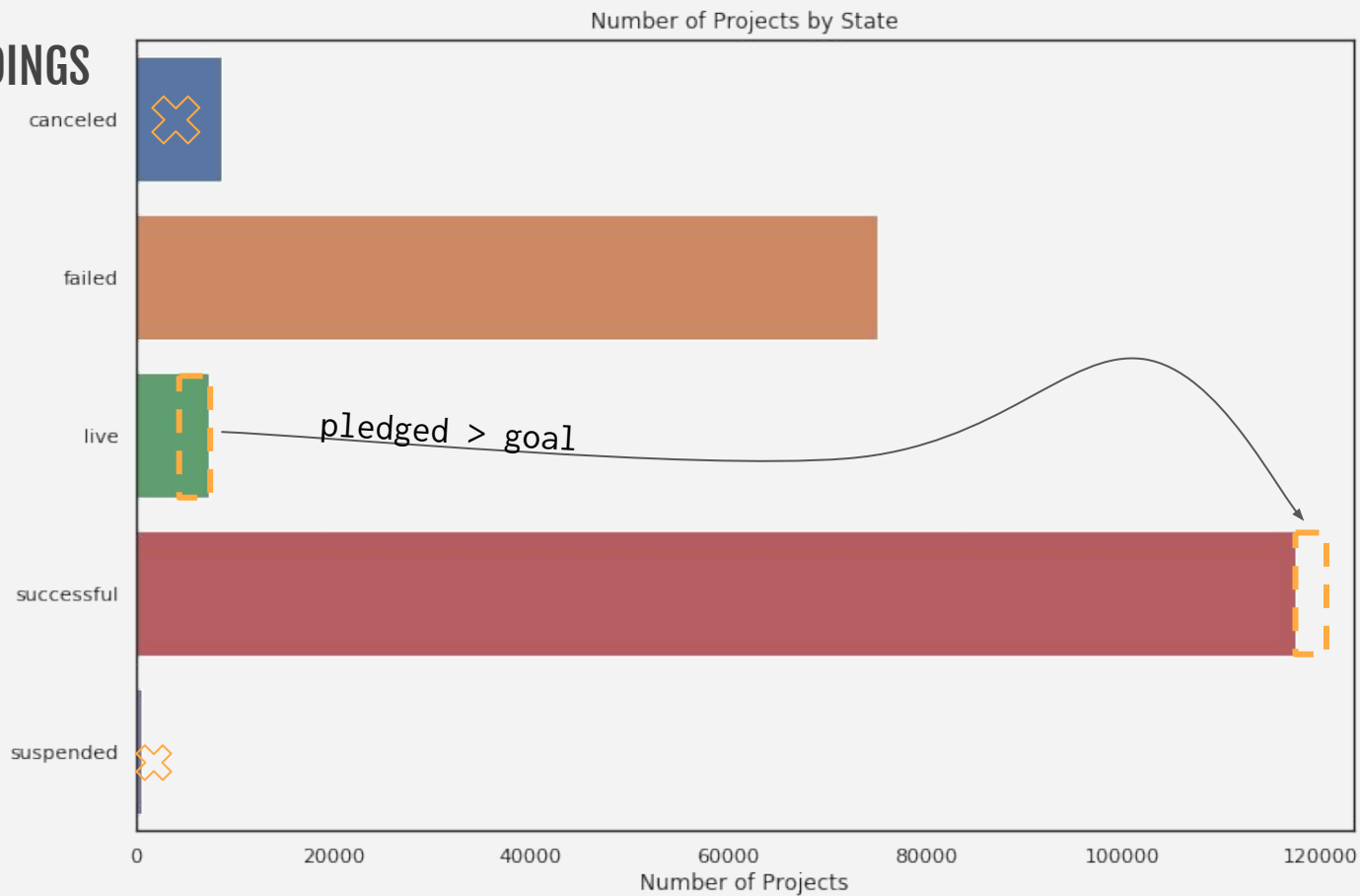
Recommendations of how to optimize a project for success

FINDINGS

II FINDINGS

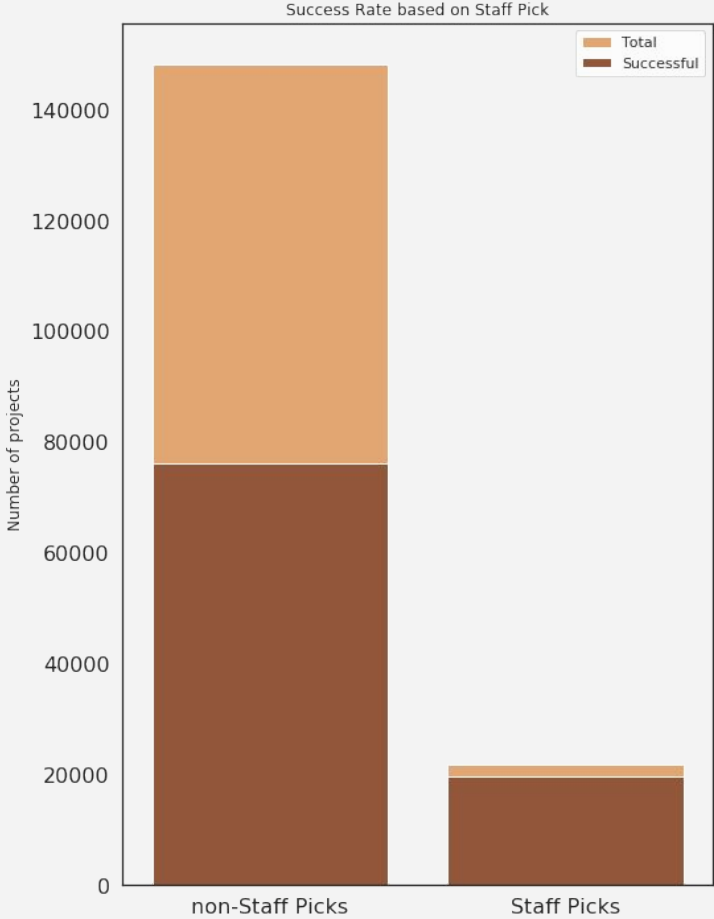
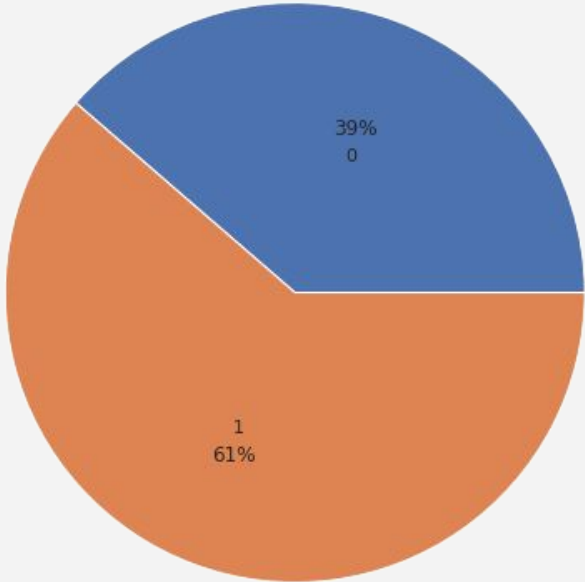


II FINDINGS

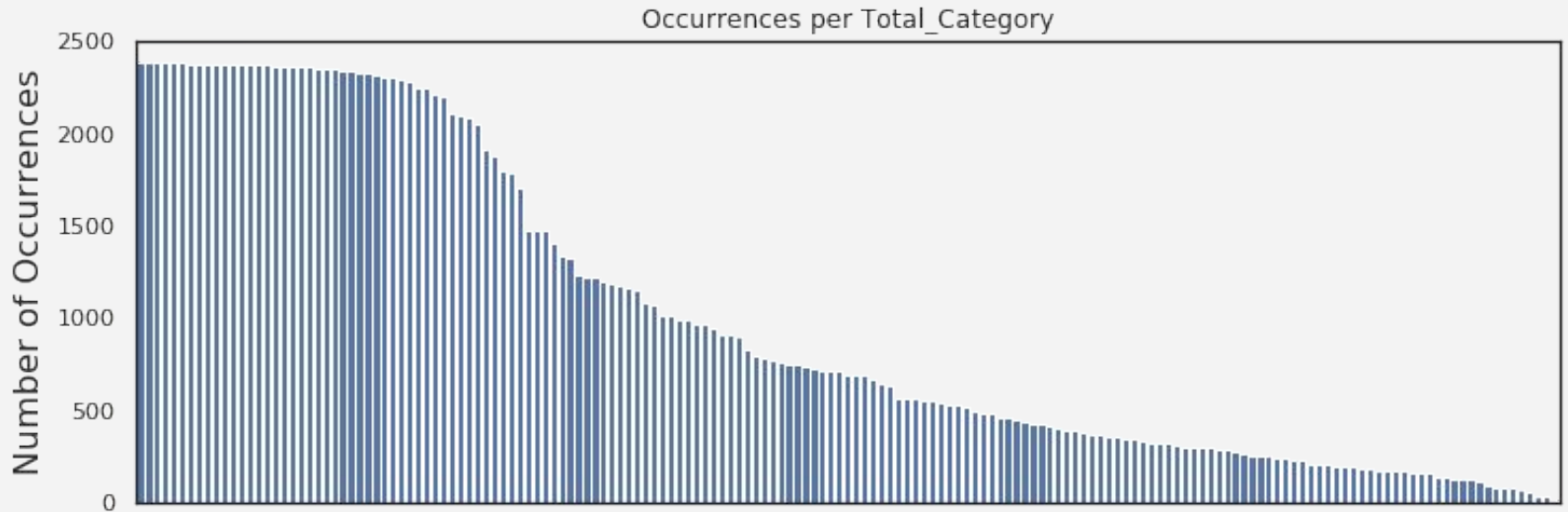


II FINDINGS

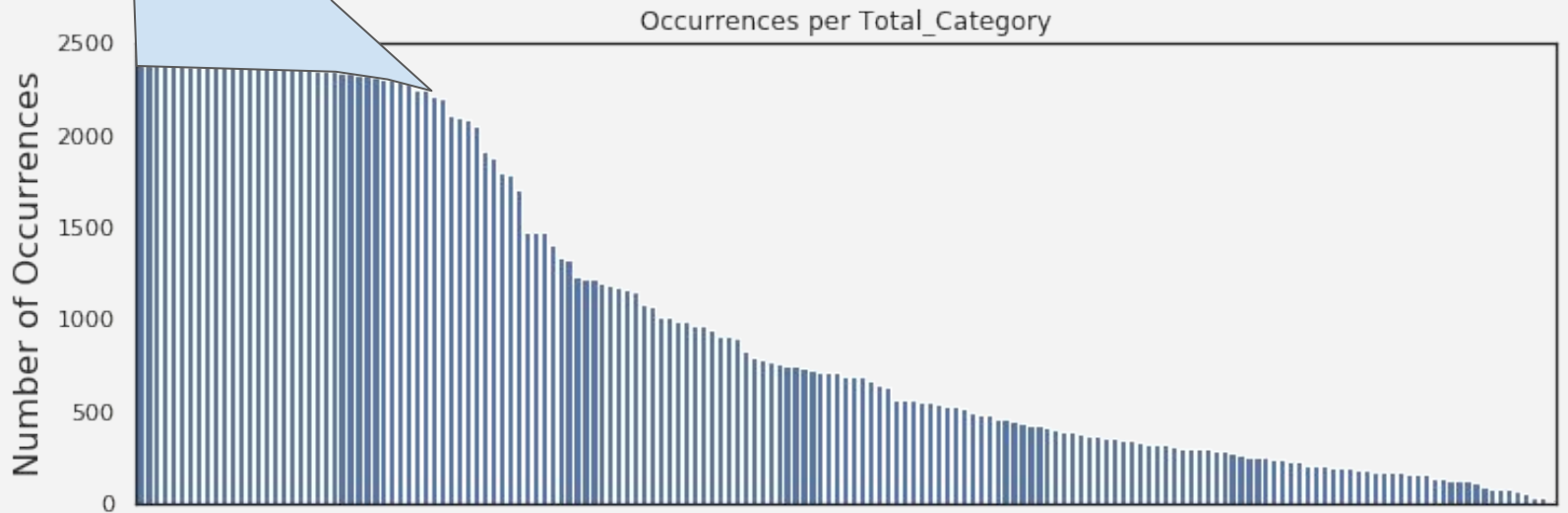
Success (1) vs. Failure (0)



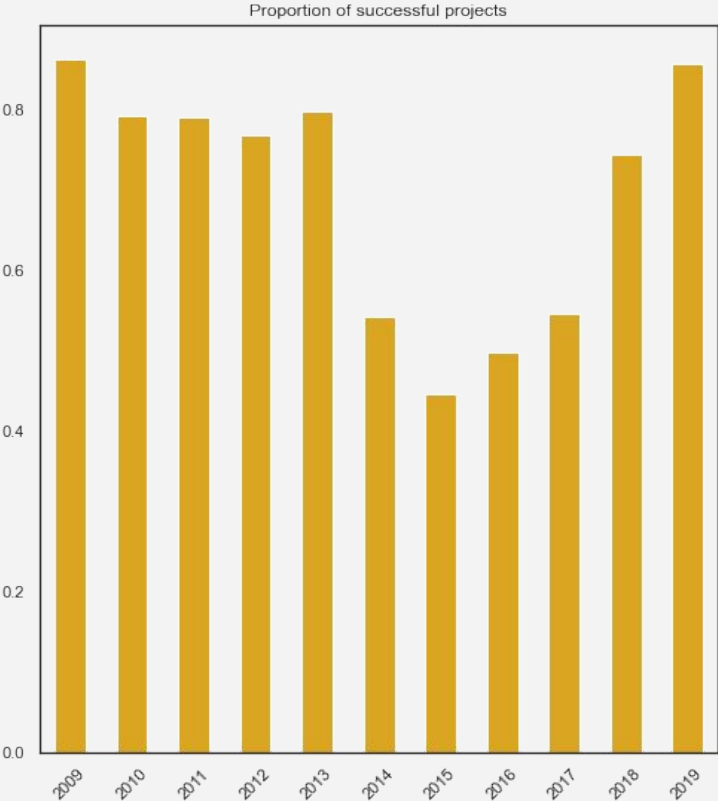
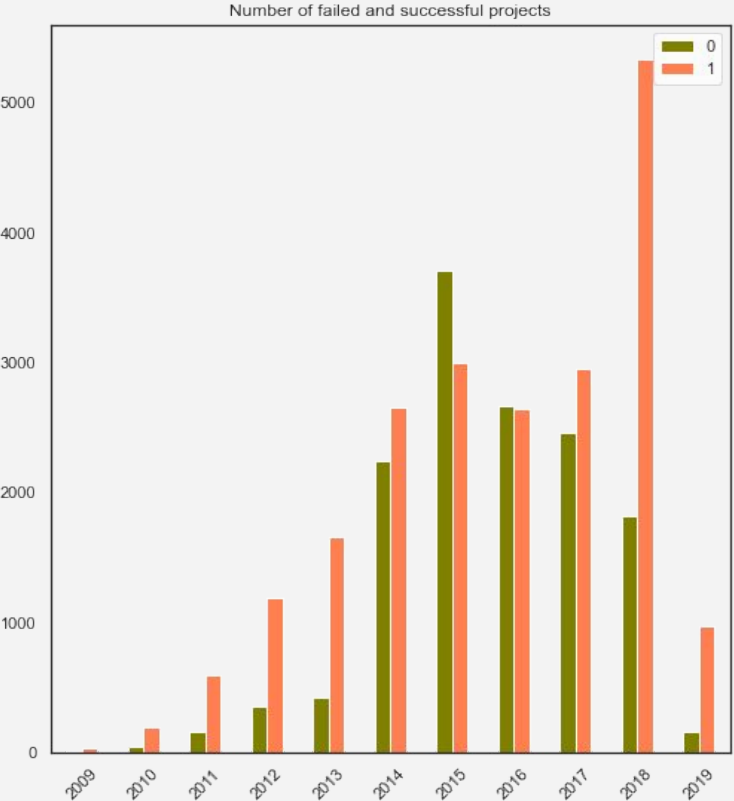
II FINDINGS



II FINDINGS

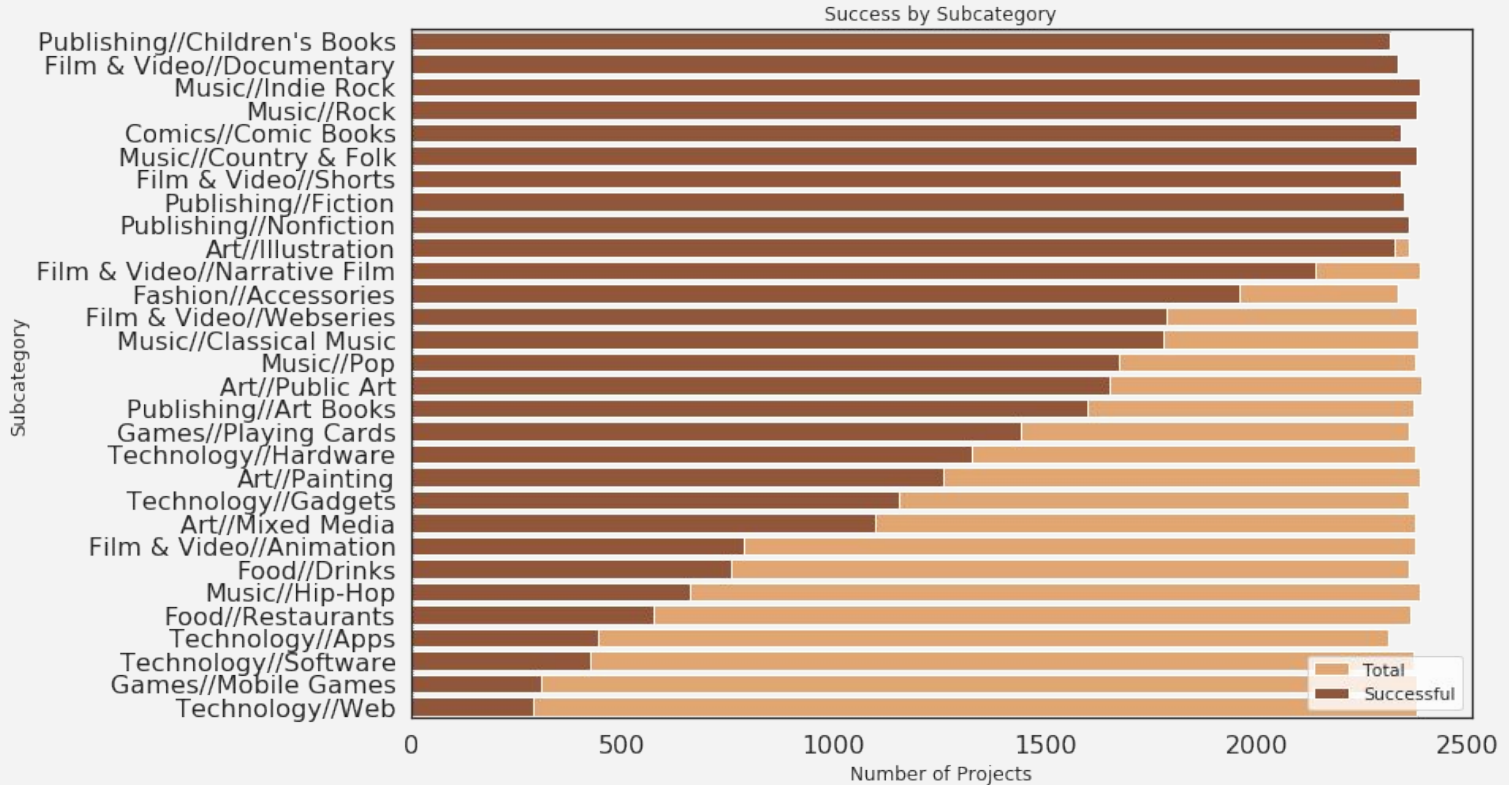


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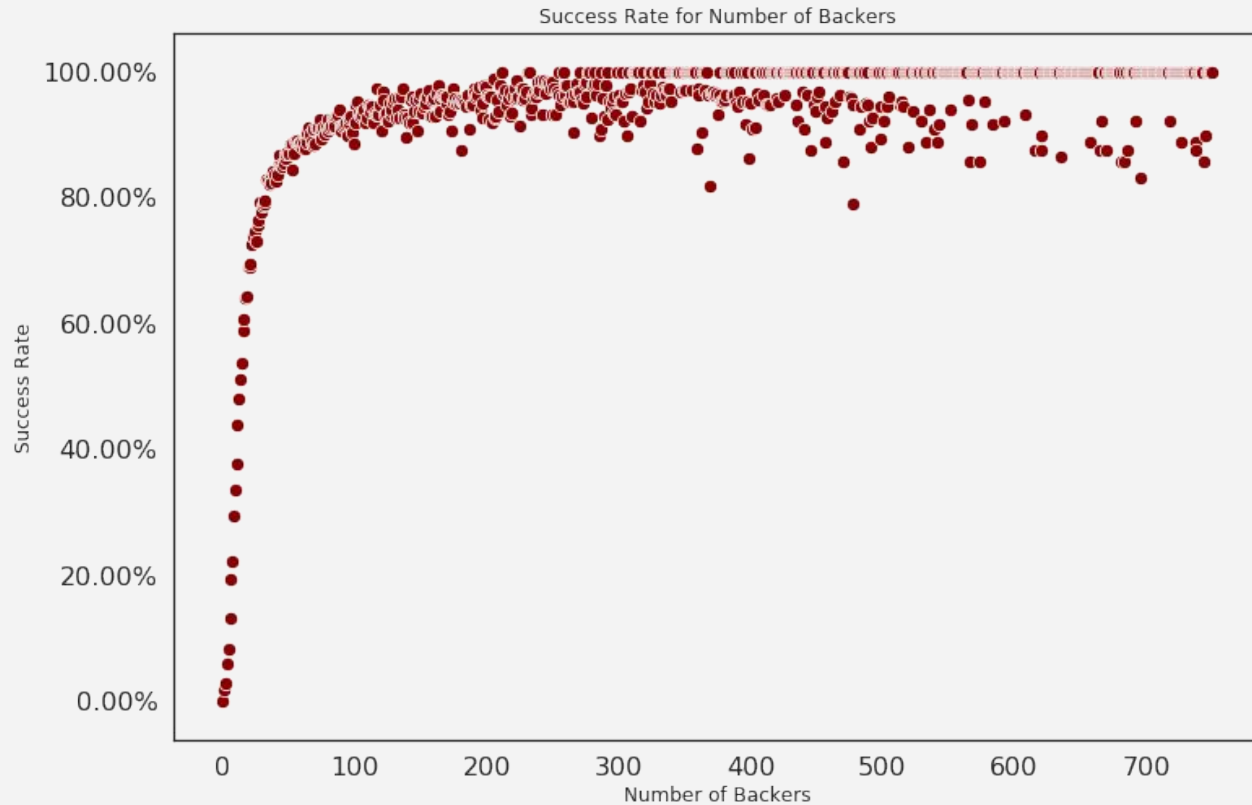


RECOMMENDATION

III RECOMMENDATIONS



III RECOMMENDATIONS

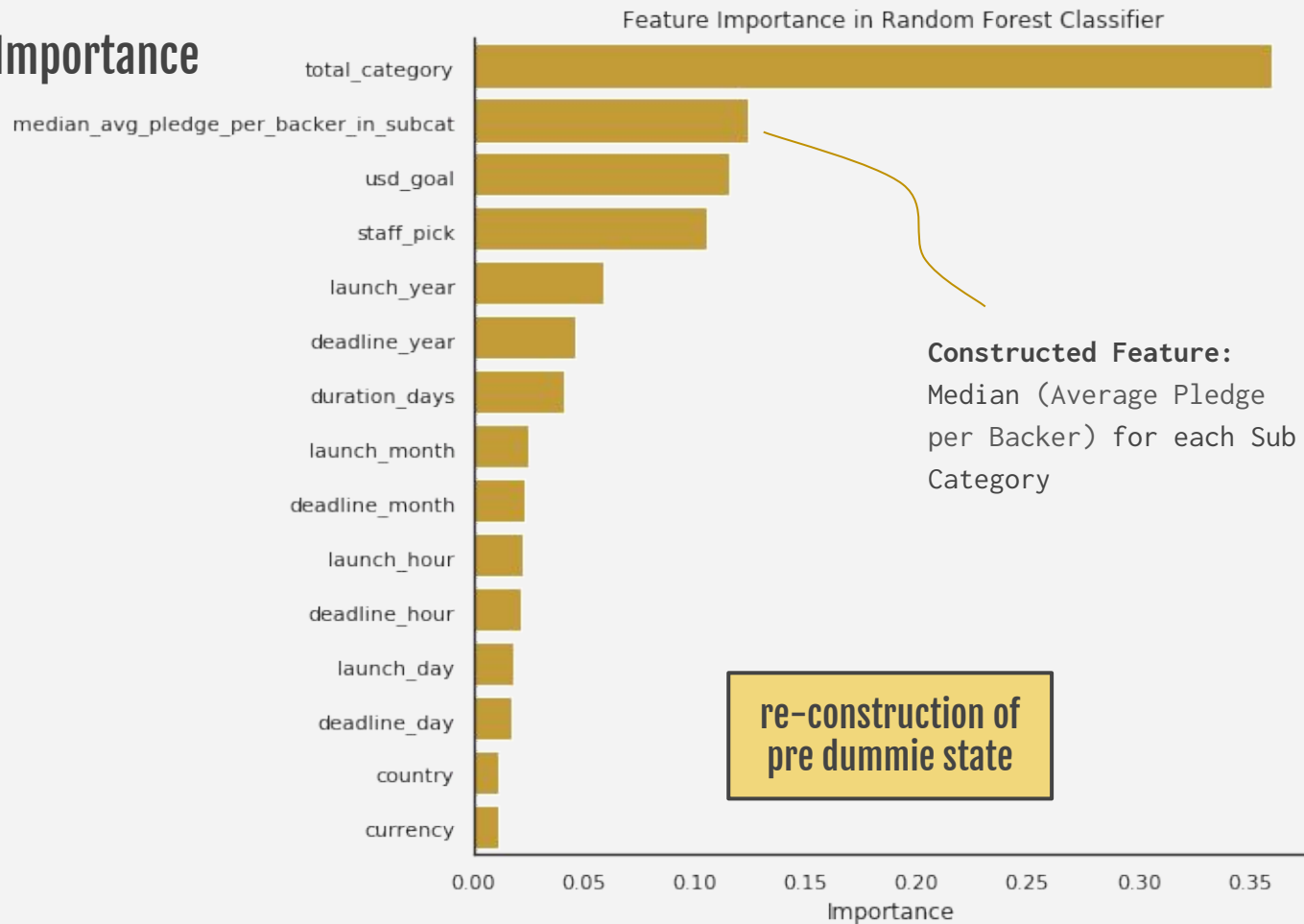


SUCCESS PREDICTIONS

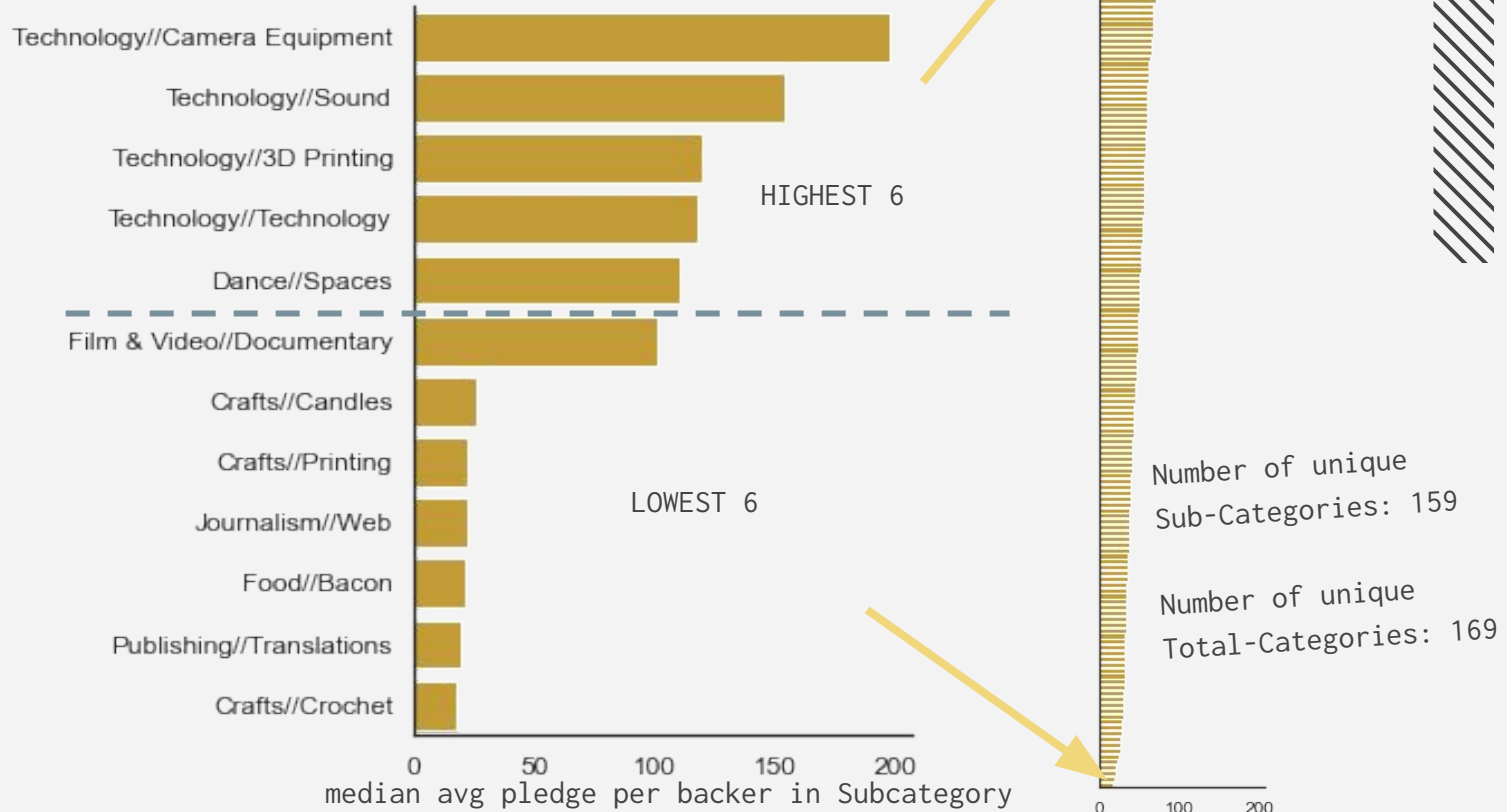
IV Feature importance, 244 features



IV Feature Importance



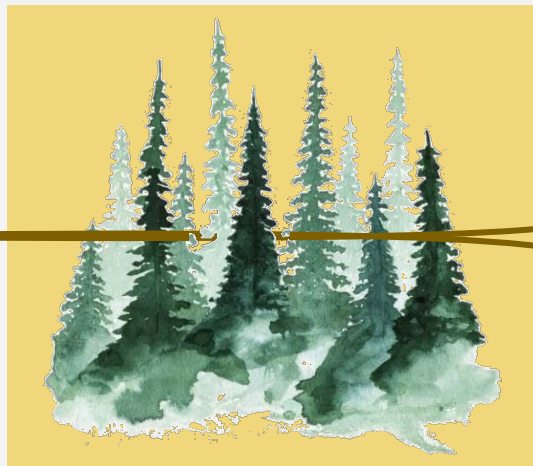
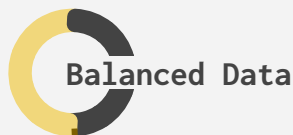
IV MODEL EVALUATION



IV MODEL EVALUATION

"118", "A tarot deck set in a post-apocalyptic world, with a gothic western style, and diverse bodies, genders, races, ages, and sexualities."

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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

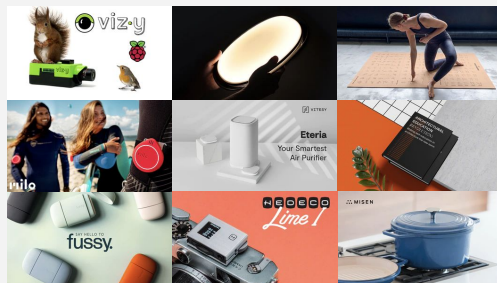
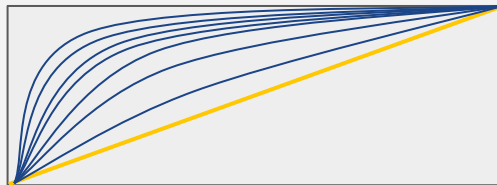
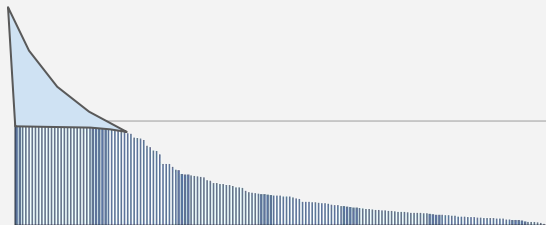
SUCCESS

FAILED

other models considered:
XGBoost, SVM, Logistic Regression

FUTURE WORK

V 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