# Unsupervised Kickstart

Does the AI like your project?

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Does the AI like your project?

A Kevin Björk Production

# Outline

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- What is a kickstarter?

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- What is a kickstarter?
- The Data

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- The Process of creating clusters

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- What is a kickstarter?
- The Data
- The Process of creating clusters
- Clusters
- Challenges and Learnings

# Kickstarter

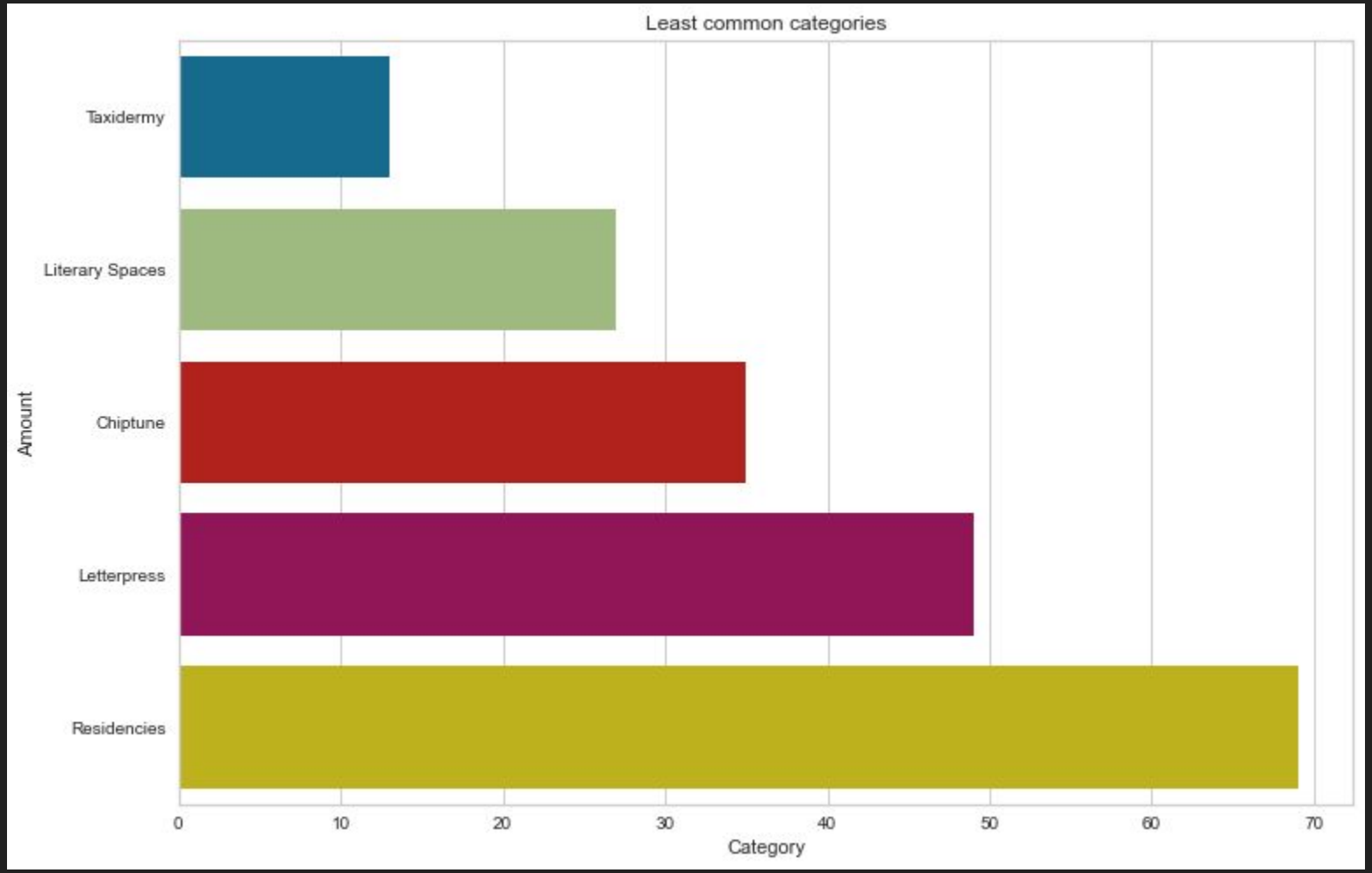
KICKSTARTER

# Kickstarter

- A website where you can pitch a project and receive funding for it

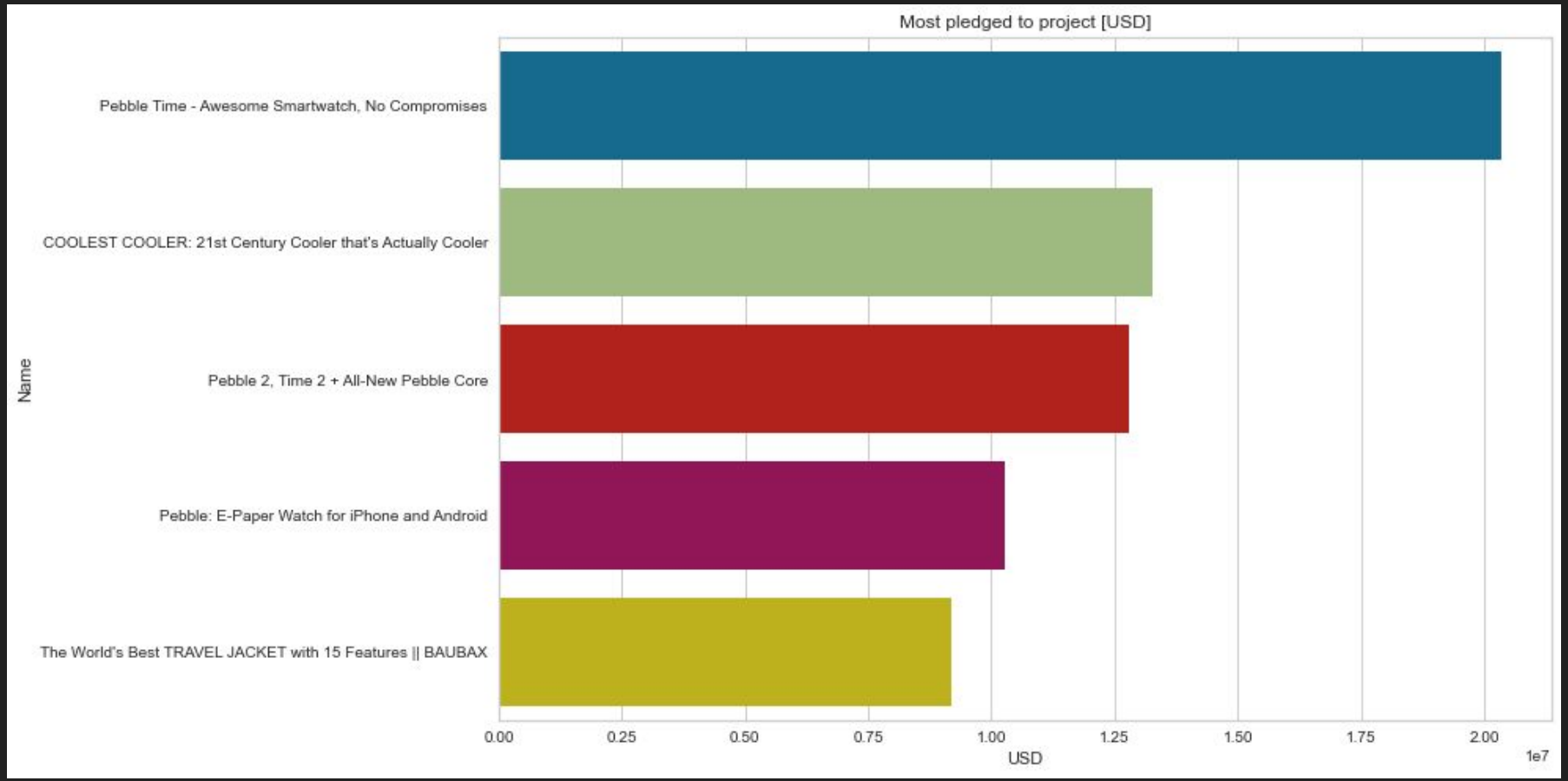
# Kickstarter

- A website where you can pitch a project and receive funding for it
- The project can be literally anything


Least common categories
Taxidermy
Literary Spaces
Chiptune
Letterpress
Residencies
Amount
0
10
20
30
40
50
60
70
Category

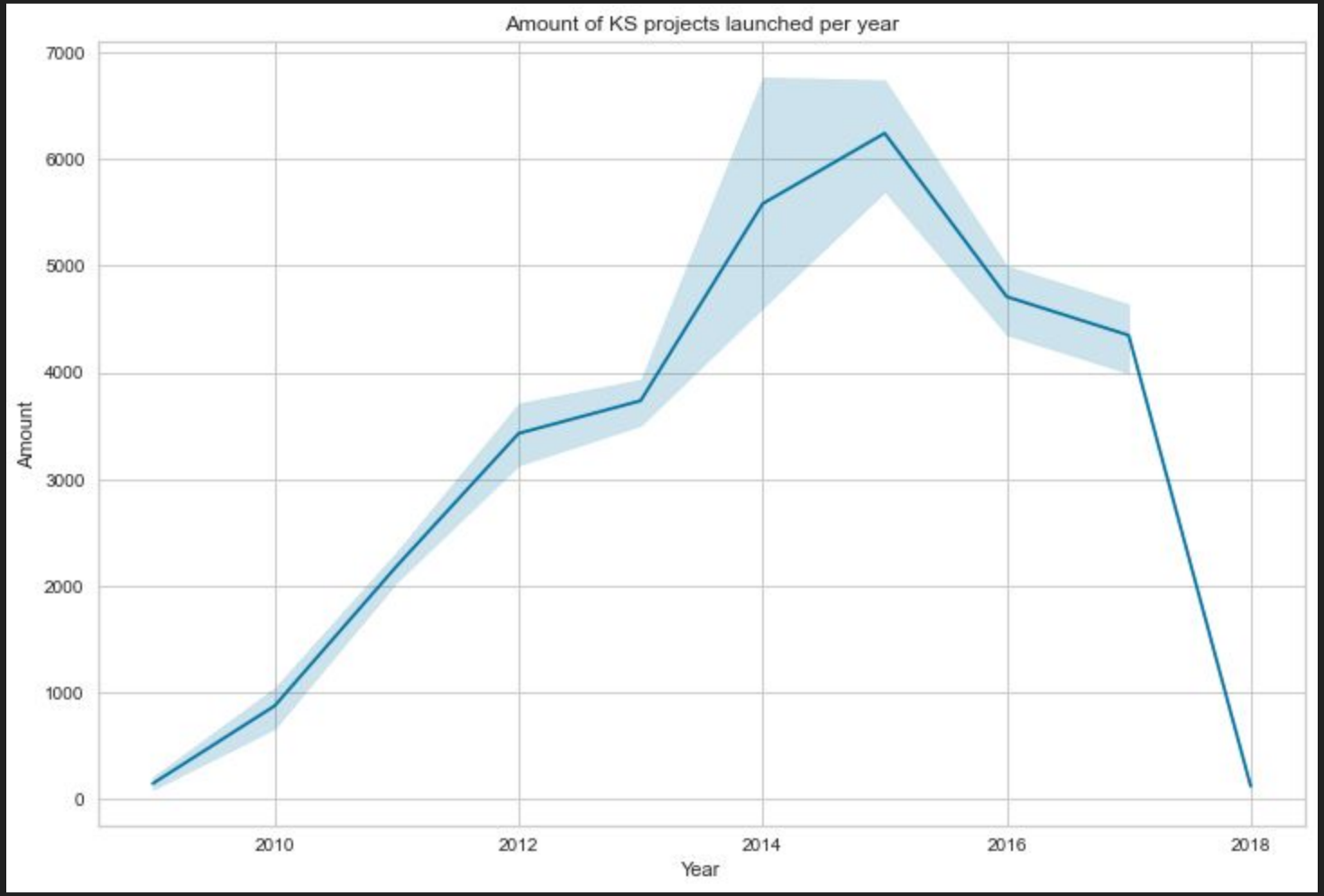
# Kickstarter

- A website where you can pitch a project and receive funding for it
- The project can be literally anything
- The funding comes from “backers”, i.e. everyday people visiting the website who likes your pitch
  - Usually people get some rewards for pitching in with more money


Most pledged to project [USD]
Pebble Time - Awesome Smartwatch, No Compromises
COOLEST COOLER: 21st Century Cooler that's Actually Cooler
Pebble 2, Time 2 + All-New Pebble Core
Pebble: E-Paper Watch for iPhone and Android
The World's Best TRAVEL JACKET with 15 Features || BAUBAX
Name
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
2.00
1e7
USD

# Kickstarter

- A website where you can pitch a project and receive funding for it
- The project can be literally anything
- The funding comes from “backers”, i.e. everyday people visiting the website who likes your pitch
  - Usually people get some rewards for pitching in with more money
- There’s no guarantee that the project will succeed


Amount of KS projects launched per year
7000
6000
5000
4000
3000
2000
1000
0
Amount
2010
2012
2014
2016
2018
Year

# The Data

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- Information about KS projects from 2009 to 2018

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- Project name, project category, # of backers, amt pledged, status etc.

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- 378661 rows x 15 columns

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  - Project name, project category, # of backers, amt pledged, status etc.
- 378661 rows x 15 columns

| name | category | main_category | currency | deadline | goal | launched | pledged | state | backers | ... | usd pledged | usd_pledged_real |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Songs of Adelaide & Abullah | Poetry | Publishing | GBP | 2015-10-09 | 1000.0 | 2015-08-11 12:12:28 | 0.0 | failed | 0 | ... | 0.0 | 0.0 |
| Greeting From Earth: ZGAC Arts Capsule For ET | Narrative Film | Film & Video | USD | 2017-11-01 | 30000.0 | 2017-09-02 04:43:57 | 2421.0 | failed | 15 | ... | 100.0 | 2421.0 |
| Where is Hank? | Narrative Film | Film & Video | USD | 2013-02-26 | 45000.0 | 2013-01-12 00:20:50 | 220.0 | failed | 3 | ... | 220.0 | 220.0 |
| ToshiCapital Rekordz Needs Help to Complete Album | Music | Music | USD | 2012-04-16 | 5000.0 | 2012-03-17 03:24:11 | 1.0 | failed | 1 | ... | 1.0 | 1.0 |
| Community Film Project: The Art of Neighborhoo... | Film & Video | Film & Video | USD | 2015-08-29 | 19500.0 | 2015-07-04 08:35:03 | 1283.0 | canceled | 14 | ... | 1283.0 | 1283.0 |

# The Process

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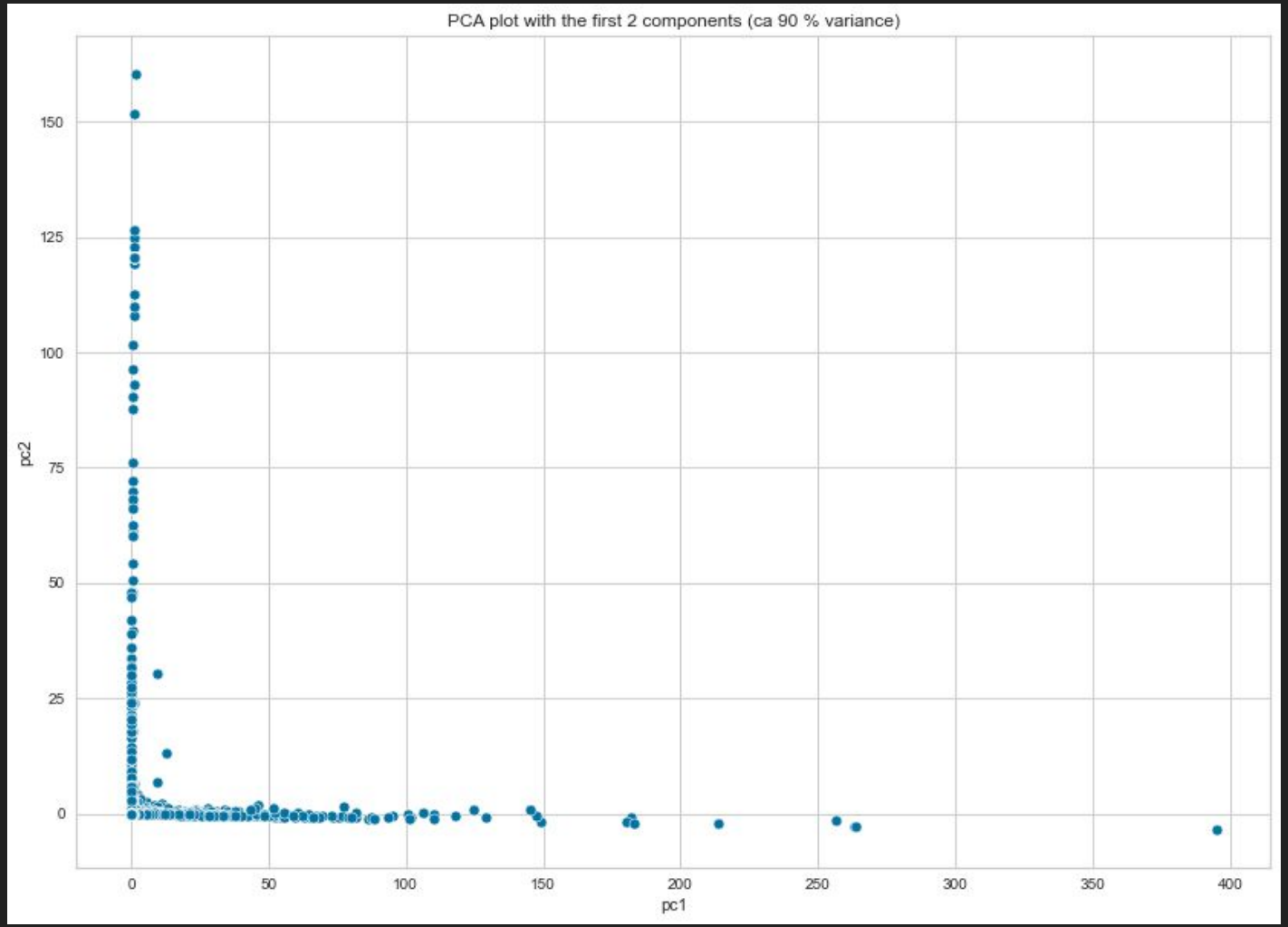
- Data Cleaning

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance

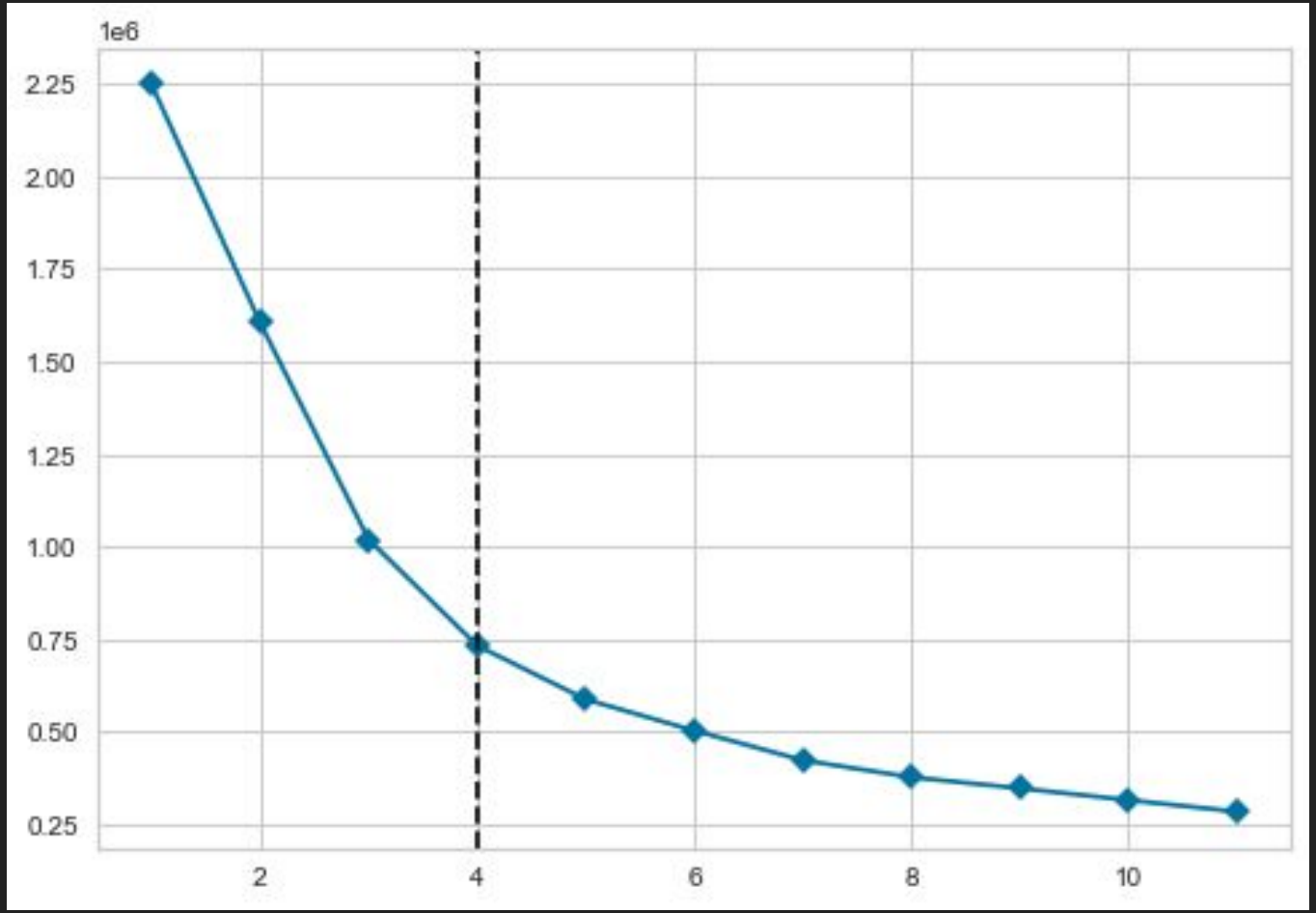

PCA plot with the first 2 components (ca 90 % variance)
pc2
150
125
100
75
50
25
0
0
50
100
150
200
250
300
350
400
pc1

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance
- Do elbow plots with KMean for different ranges of k
  - k(1, 5) -> k(1, 12)


1e6
2.25
2.00
1.75
1.50
1.25
1.00
0.75
0.50
0.25
2
4
6
8
10

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance
- Do elbow plots with KMean for different ranges of k
- k(1, 5) -> k(1, 12)
- Create n clusters with KMean where n are all the suggestions from the elbow plots

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance
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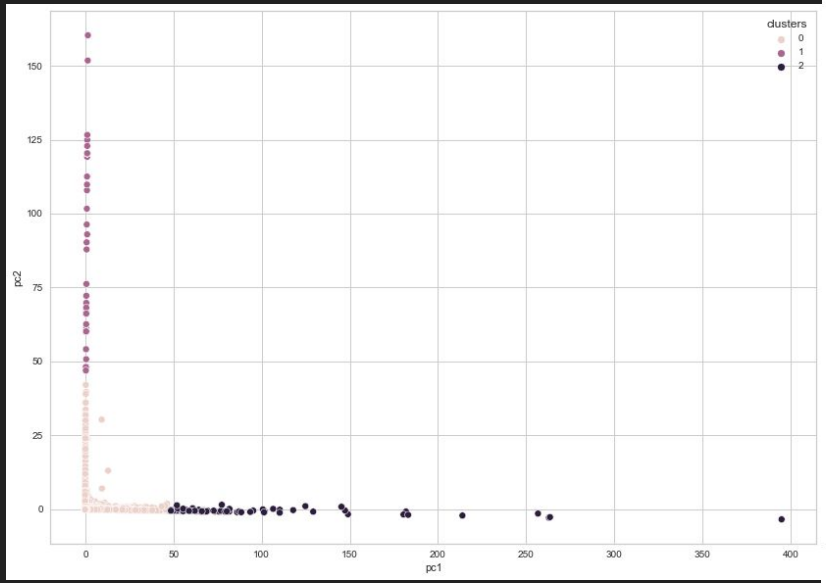
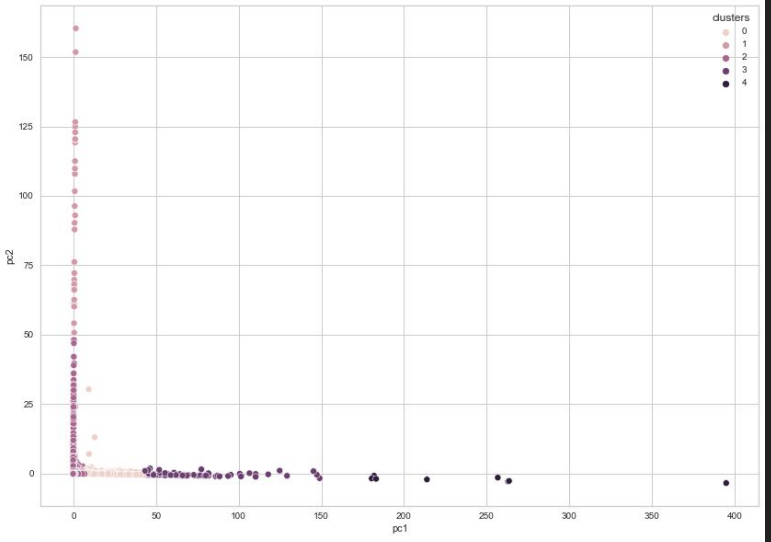
- Use the PCA as a measure of how many clusters are relevant

# The Process

- Data Cleaning
- Do a PCA and plot it in 2D if it captures enough variance
- Do elbow plots with KMean for different ranges of k
- k(1, 5) -> k(1, 12)
- Create n clusters with KMean where n are all the suggestions from the elbow plots
- Use the PCA as a measure of how many clusters are relevant
- Use that many clusters for analysis


clusters
0
1
2
pc2
pc1
0
25
50
75
100
125
150
0
50
100
150
200
250
300
350
400


clusters
0
1
2
3
4
pc2
pc1
0
25
50
75
100
125
150
0
50
100
150
200
250
300
350
400

clusters
0
1
2
3
pc2
pc1
0
25
50
75
100
125
150
0
50
100
150
200
250
300
350
400

# My clusters:

My clusters:

High Profile Projects

My clusters:

High Profile Projects

The not-so-interesting Projects

My clusters:

High Profile Projects

The not-so-interesting Projects

The Overly Ambitious Projects

# High Profile Projects

# High Profile Projects

- 74 Projects

# High Profile Projects

- 74 Projects
- Large amount of backers
- Large amount of money pledged

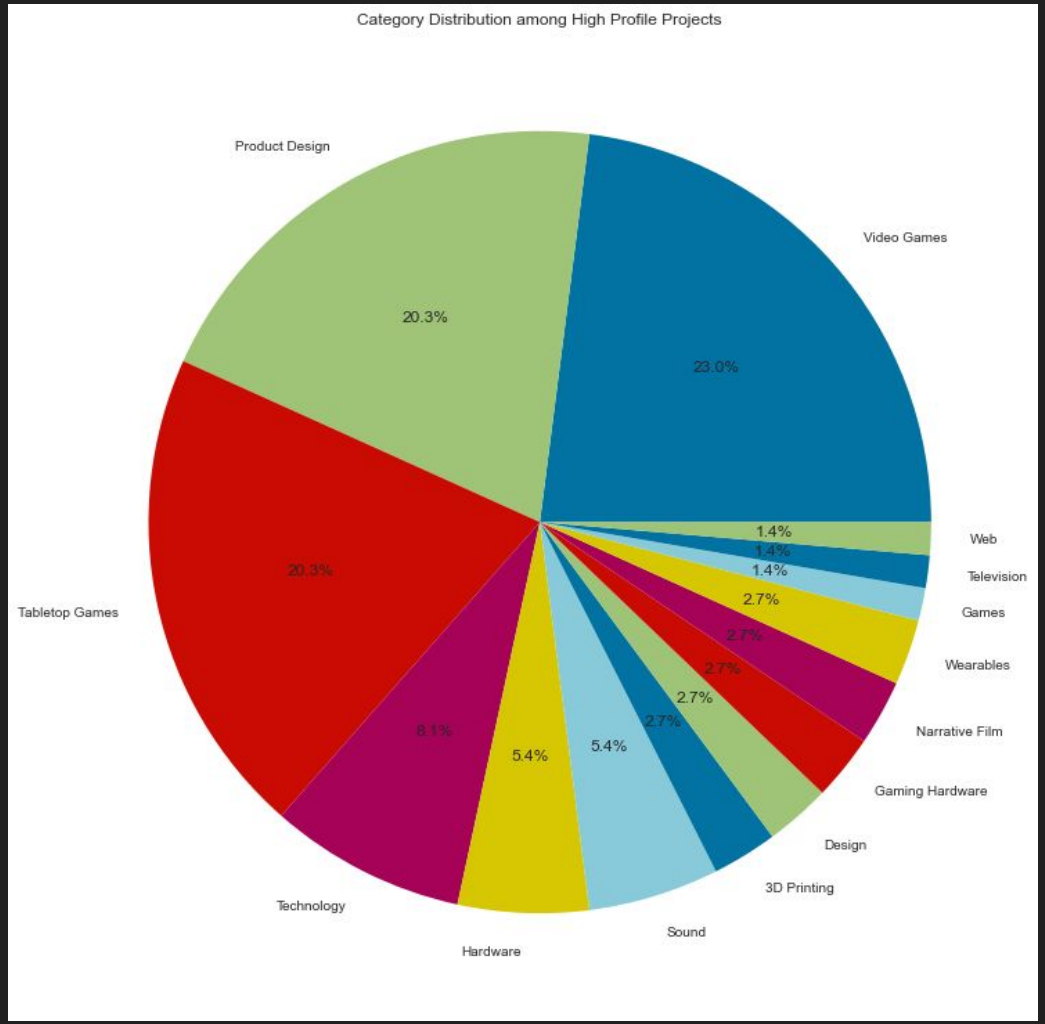
# High Profile Projects

- 74 Projects
- Large amount of backers
- Large amount of money pledged

| clusters | goal | pledged | backers | usd pledged | usd_pledged_real | usd_goal_real |
|---|---|---|---|---|---|---|
| **High Profile** | 0.278746 | 47.540819 | 43.537012 | 45.731383 | 49.448630 | 0.292016 |
| **The Overly Ambitious** | 66.161588 | -0.093136 | -0.112283 | -0.078992 | -0.090847 | 64.169771 |
| **The not-so-interesting** | -0.012238 | -0.009371 | -0.008577 | -0.009017 | -0.009749 | -0.011874 |

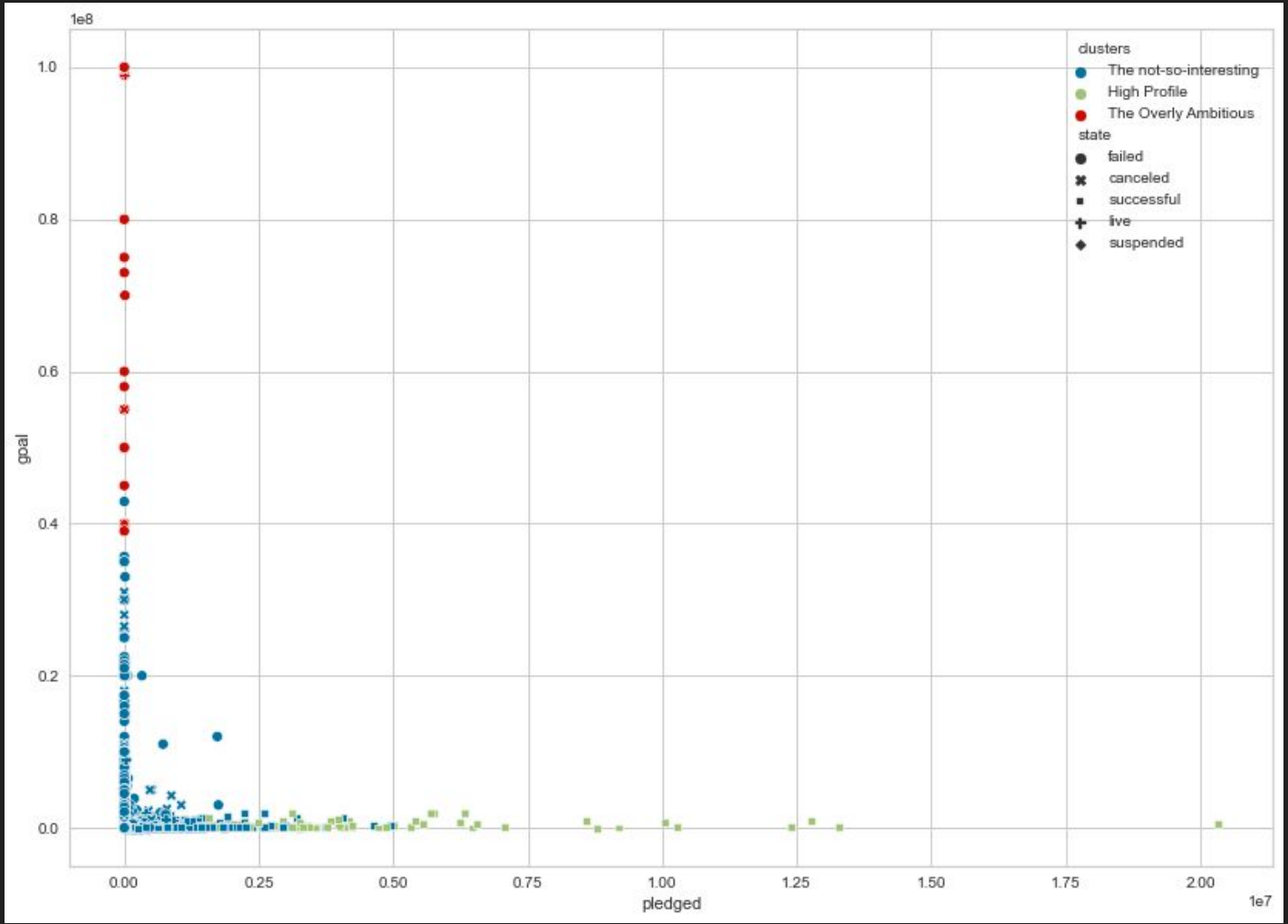
# High Profile Projects

- 74 Projects
- Large amount of backers
- Large amount of money pledged
- Primarily Video Games, Product Design and Tabletop Games


Category Distribution among High Profile Projects
Product Design
20.3%
Video Games
23.0%
Tabletop Games
20.3%
Technology
8.1%
Hardware
5.4%
Sound
5.4%
3D Printing
2.7%
Design
2.7%
Gaming Hardware
2.7%
Narrative Film
2.7%
Wearables
2.7%
Games
1.4%
Television
1.4%
Web
1.4%

# High Profile Projects

- 74 Projects
- Large amount of backers
- Large amount of money pledged
- Primarily Video Games, Product Design and Tabletop Games
- Successful


1e8
1.0
0.8
0.6
0.4
0.2
0.0
goal
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
2.00
pledged
1e7
clusters
The not-so-interesting
High Profile
The Overly Ambitious
state
failed
canceled
successful
live
suspended

# The not-so-interesting Projects

# The not-so-interesting Projects

- The average behaviour of the data

# The Overly Ambitious Projects

# The Overly Ambitious Projects

- Canceled or Failed

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- Canceled or Failed
- High goals

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- Canceled or Failed
- High goals
- Few backers (primarily 0)

# The Overly Ambitious Projects

- Canceled or Failed
- High goals
- Few backers (primarily 0)
- Sometimes “meme” projects

Help me start a fair media company, Trump Media
Sage: Warrior Of The Fallen Gods (Movie)
Justyn's
The Best Kickstarter Video Ever
The Life of Alfred Nobel
FUCK Potato Salad. Paleo Potato Brownies!
Kybernan Holographic Gaming Network
Mirror
One big fat fireworks show!
Art Is Fabulous
Wax Apple
Bring back Pontiac
Movie Sweepstakes Challenge (Feature Film for ...
The Cultivator Episode 1 Lord Of The Gorgs
Survival SandBox Game (Canceled)

# Challenges and learnings

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- Everything...is...so...slow…

# Challenges and learnings

- Everything...is...so...slow…
- It is easier to identify clusters if the data naturally can be divided into groups

# The End