

Project  
We Love

# ML-PROJECT KICKSTARTER

Buyer, Hallenberger, Teichmann

May-04-2022



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# WHAT IS KICKSTARTER?

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Kickstarter co-founders Charles Adler, Perry Chen and Yancey Strickler. (L-R) *Photo Credit: Kickstarter*

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- Crowdfunding Platform



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Kickstarter co-founders Charles Adler, Perry Chen and Yancey Strickler. (L-R) Photo Credit: Kickstarter

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21 Million  
Backers



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21 Million  
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219,695  
Funded  
Projects



Kickstarter co-founders Charles Adler, Perry Chen and Yancey Strickler. (L-R) Photo Credit: Kickstarter

# WHAT IS KICKSTARTER?

KICKSTARTER

WHAT IS  
KICKSTARTER?

KICKSTARTER

HOW DO  
THEY  
MAKE  
MONEY?



# WHAT IS KICKSTARTER?

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5%

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Kickstarter collects a 5% fee from **successfully funded** projects!



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## STAKEHOLDER & GOALS

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Increase amount of projects that get funded!



# DATA OVERVIEW

KICKSTARTER

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- Data Collected from 04-2009 to 03-2019

## DATA OVERVIEW

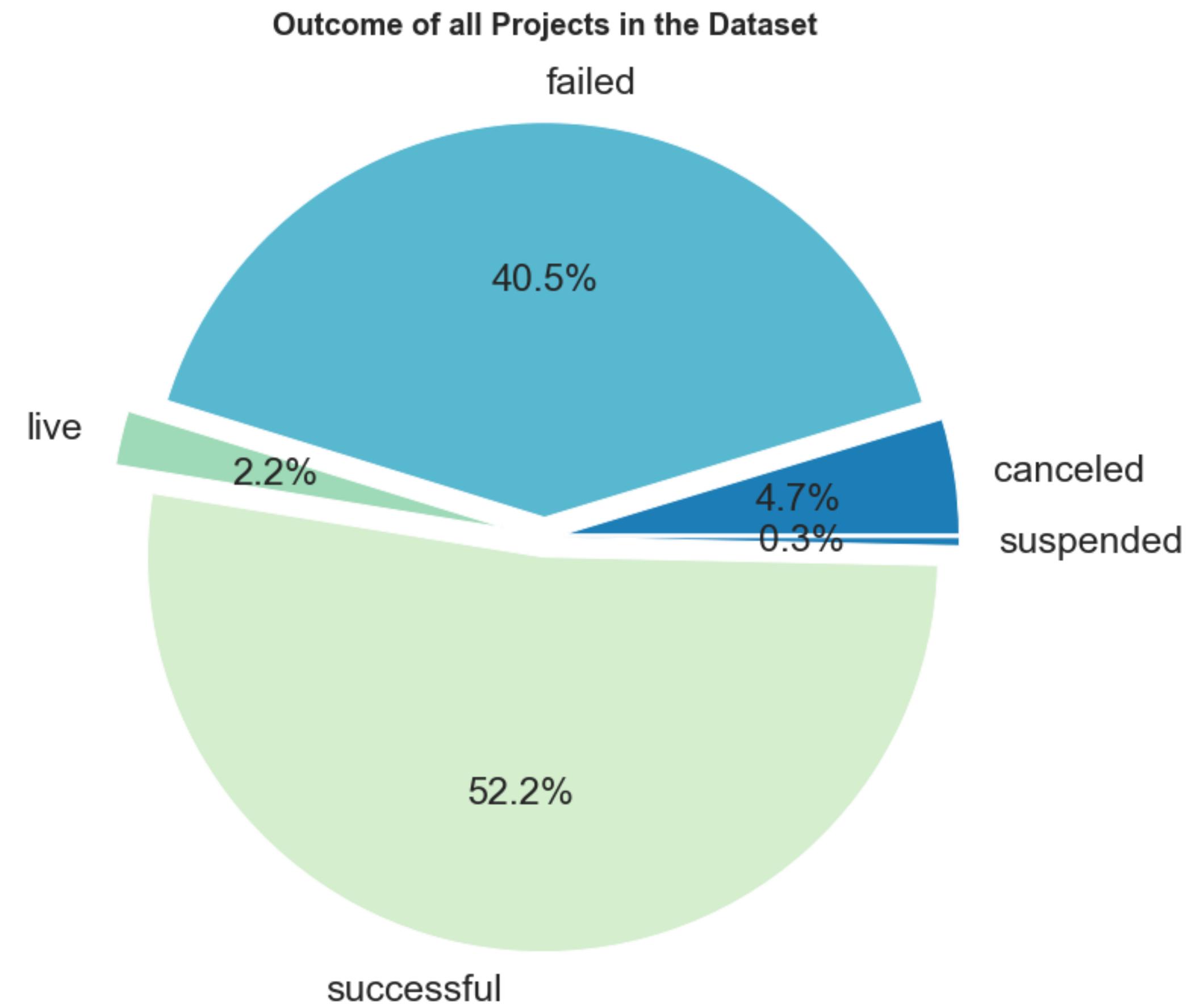
KICKSTARTER

- Data Collected from 04-2009 to 03-2019
- Over 200,000 projects with over 40 features

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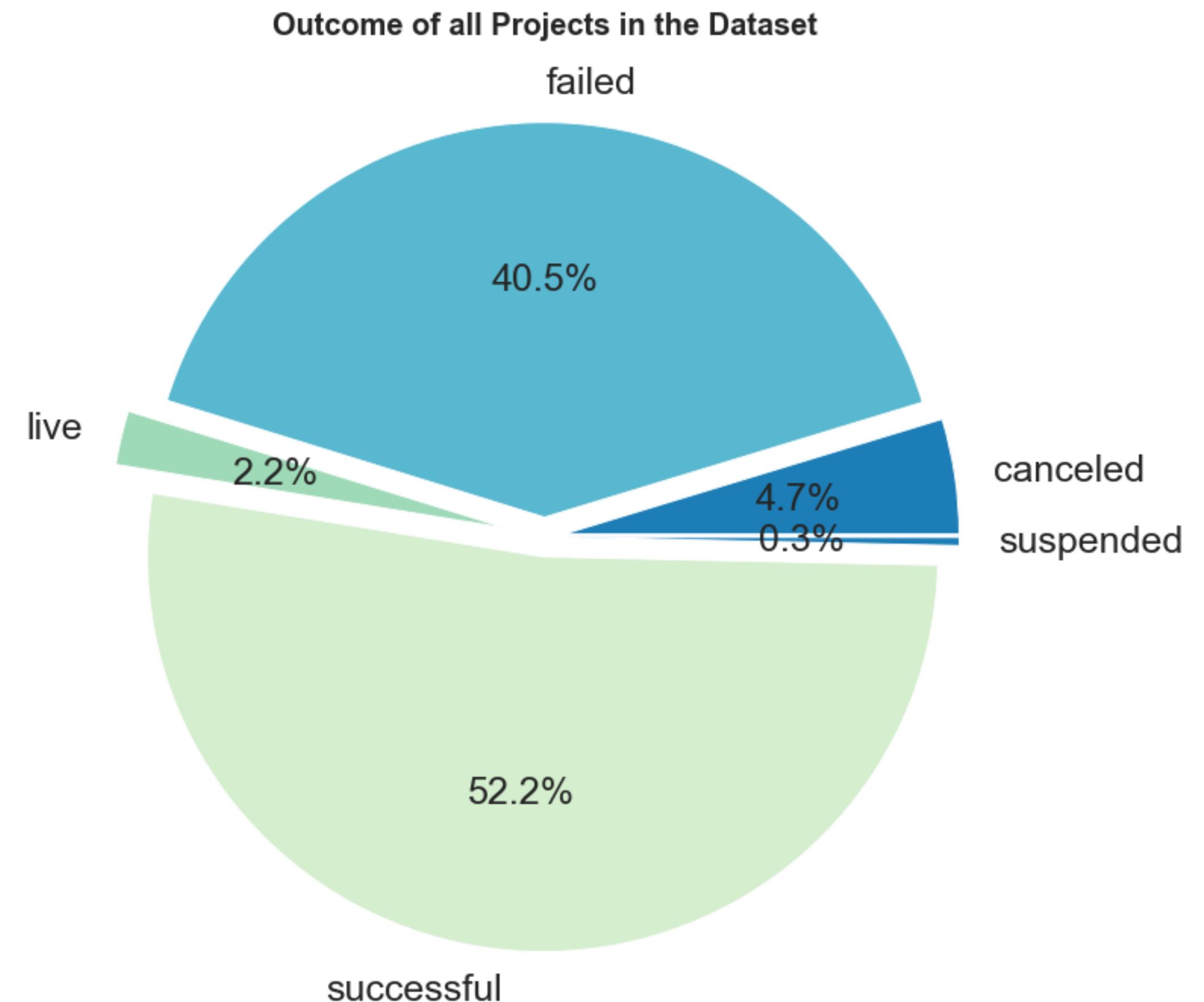
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# DATA OVERVIEW

## KICKSTARTER

- Data Collected from 04-2009 to 03-2019
- Over 200,000 projects with over 40 features
- Almost half of all projects fail!
  - ‘lost’ revenue for our stakeholder



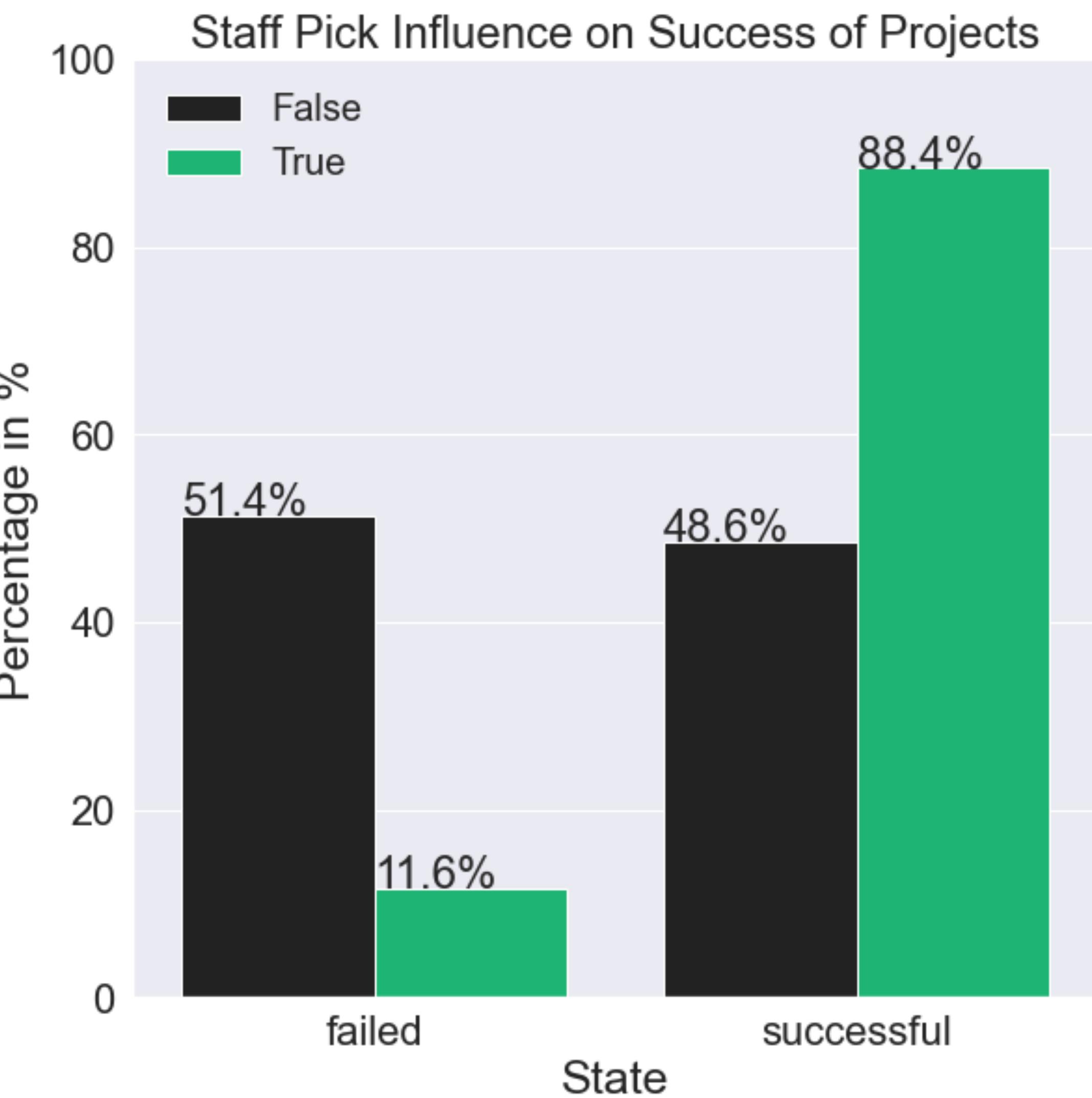
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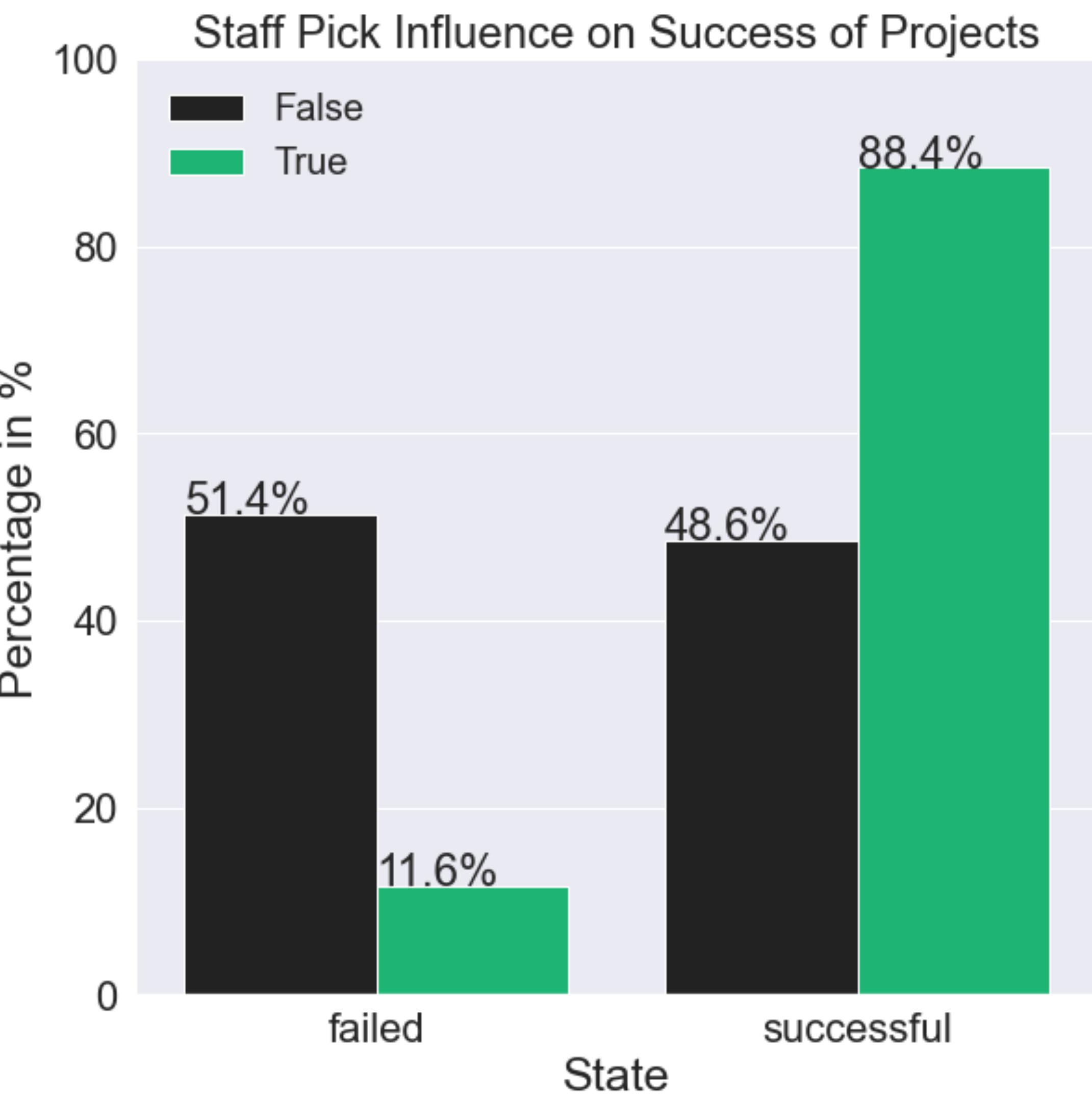
- Staff pick has enormous influence on the success of a project



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KICKSTARTER

- Staff pick has enormous influence on the success of a project
- Why?



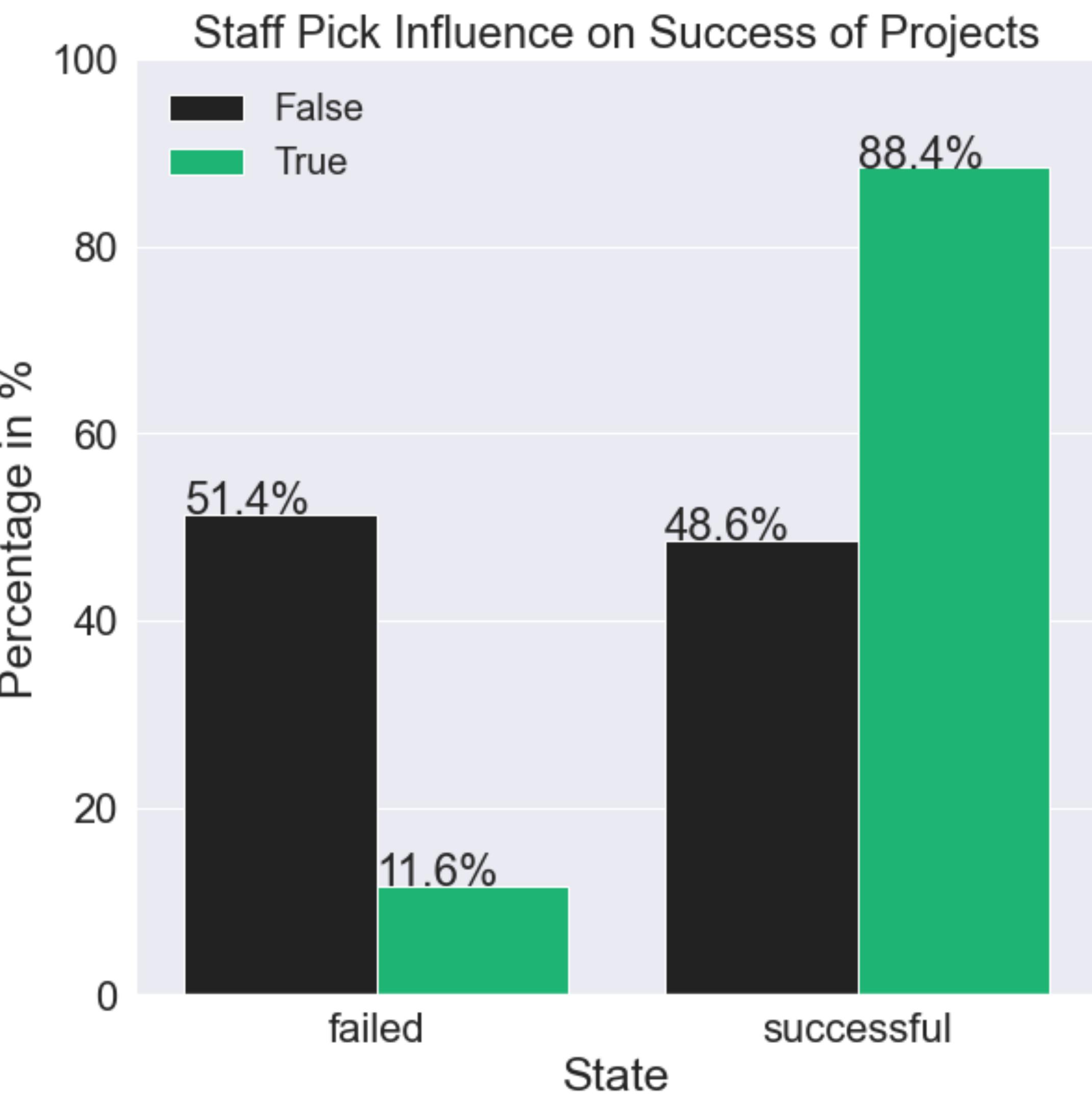
## DATA OVERVIEW

### KICKSTARTER

Staff pick has enormous influence on the success of a project

Why?

→ Increased visibility to users



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## DATA OVERVIEW

### KICKSTARTER

• Staff pick has enormous influence on the success of a project

• Why?

→ Increased visibility to users

→ lends legitimacy to a project

• Caveat: Space to feature is precious!



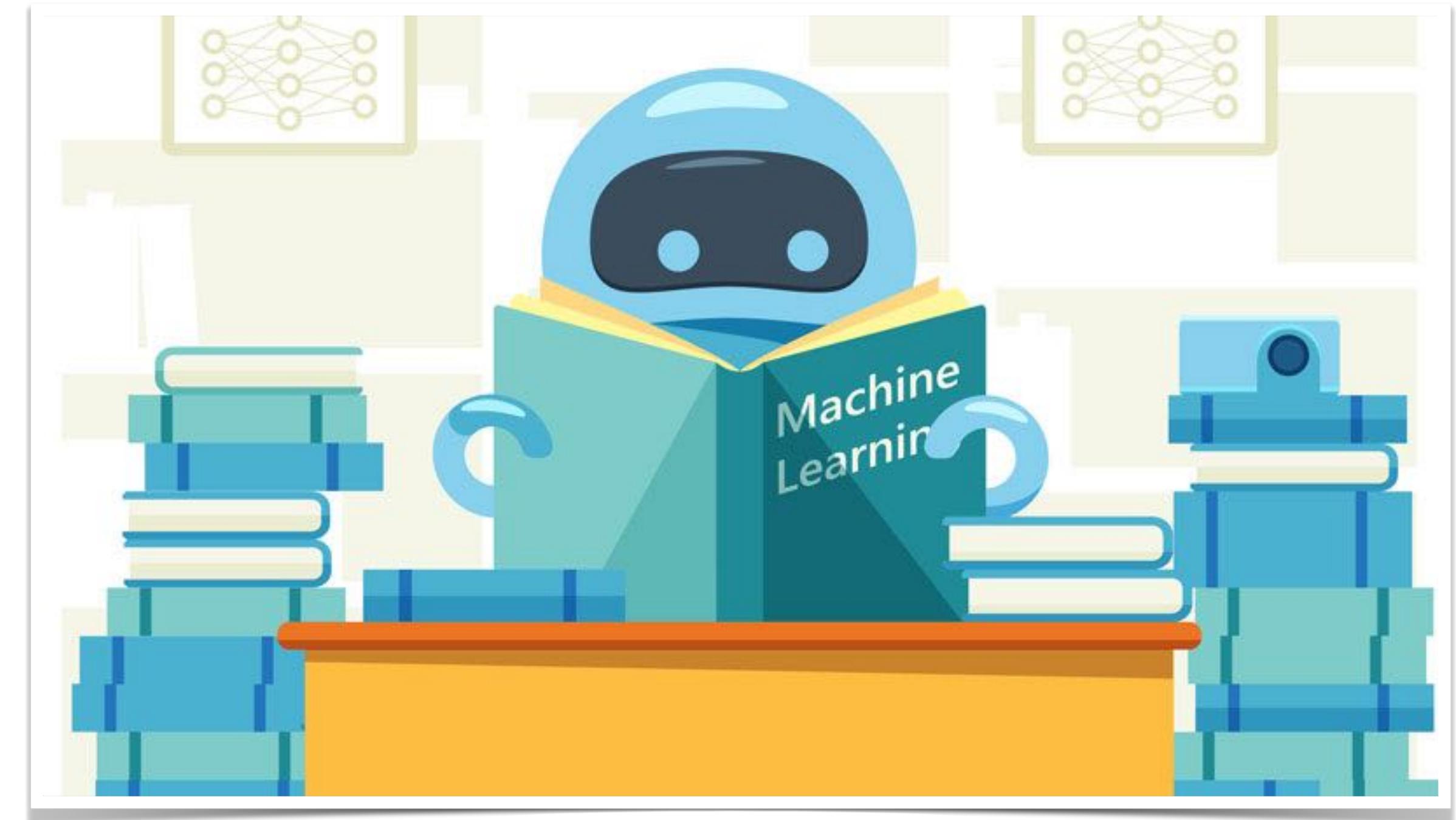
## **RESULTS & RECOMMENDATIONS**

**KICKSTARTER**

## RESULTS & RECOMMENDATIONS

### KICKSTARTER

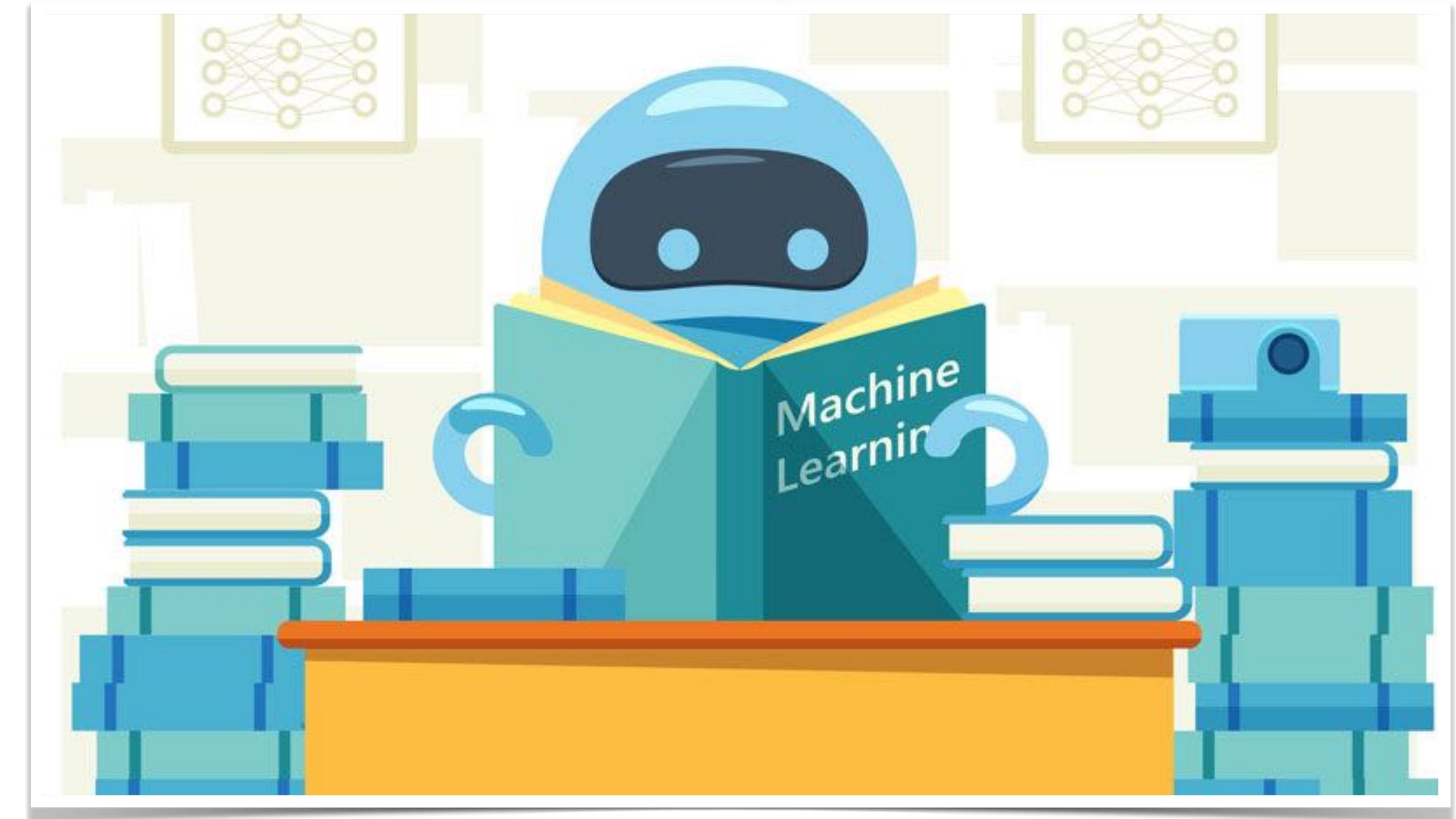
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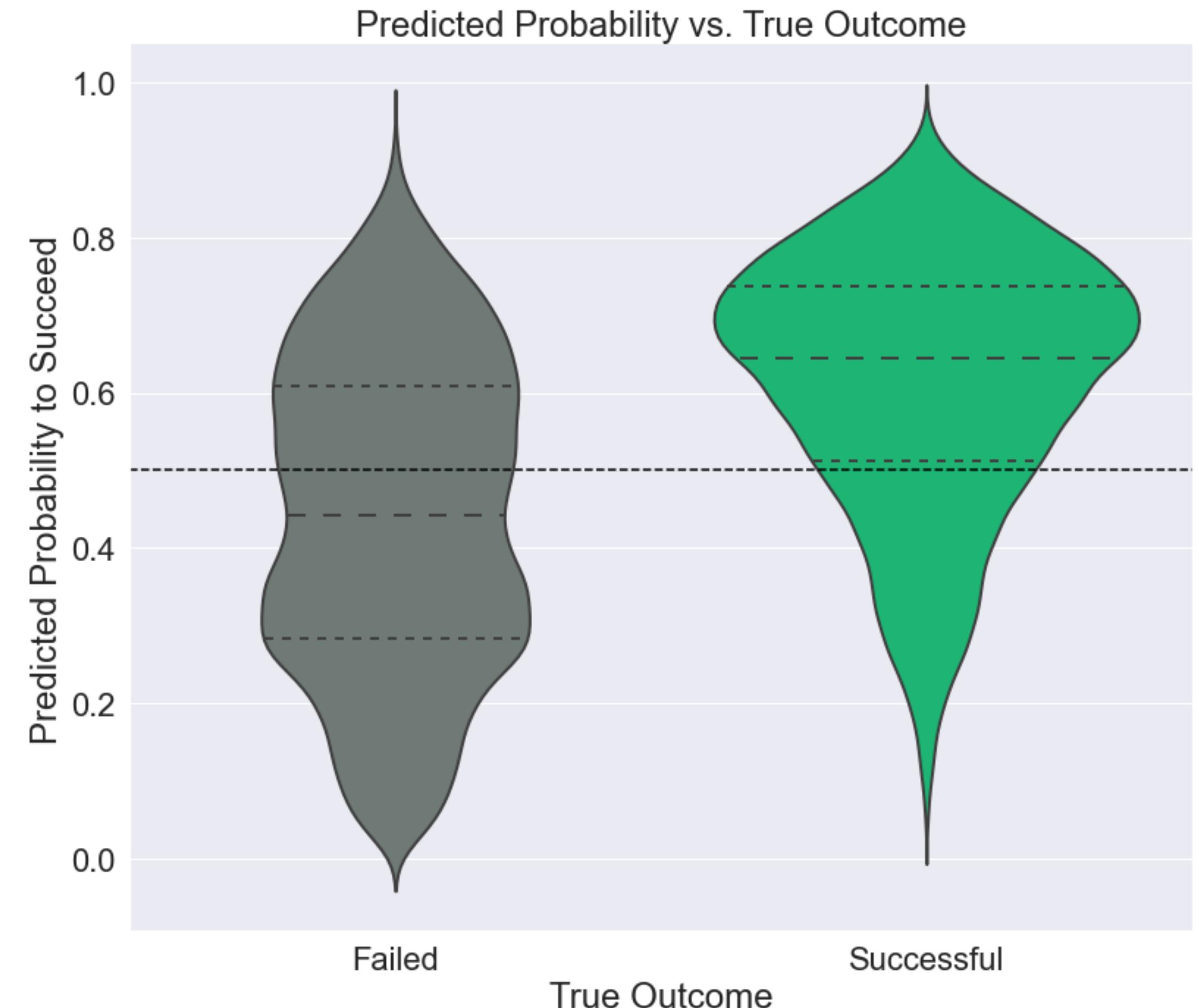


$$Precision = \frac{TruePositives}{TruePositives + FalsePositives} = 77\%$$

## RESULTS & RECOMMENDATIONS

### KICKSTARTER

- We created a model to predict the success of a Kickstarter project at time of it's creation
- Projects that are on the brink of success might just need a little push



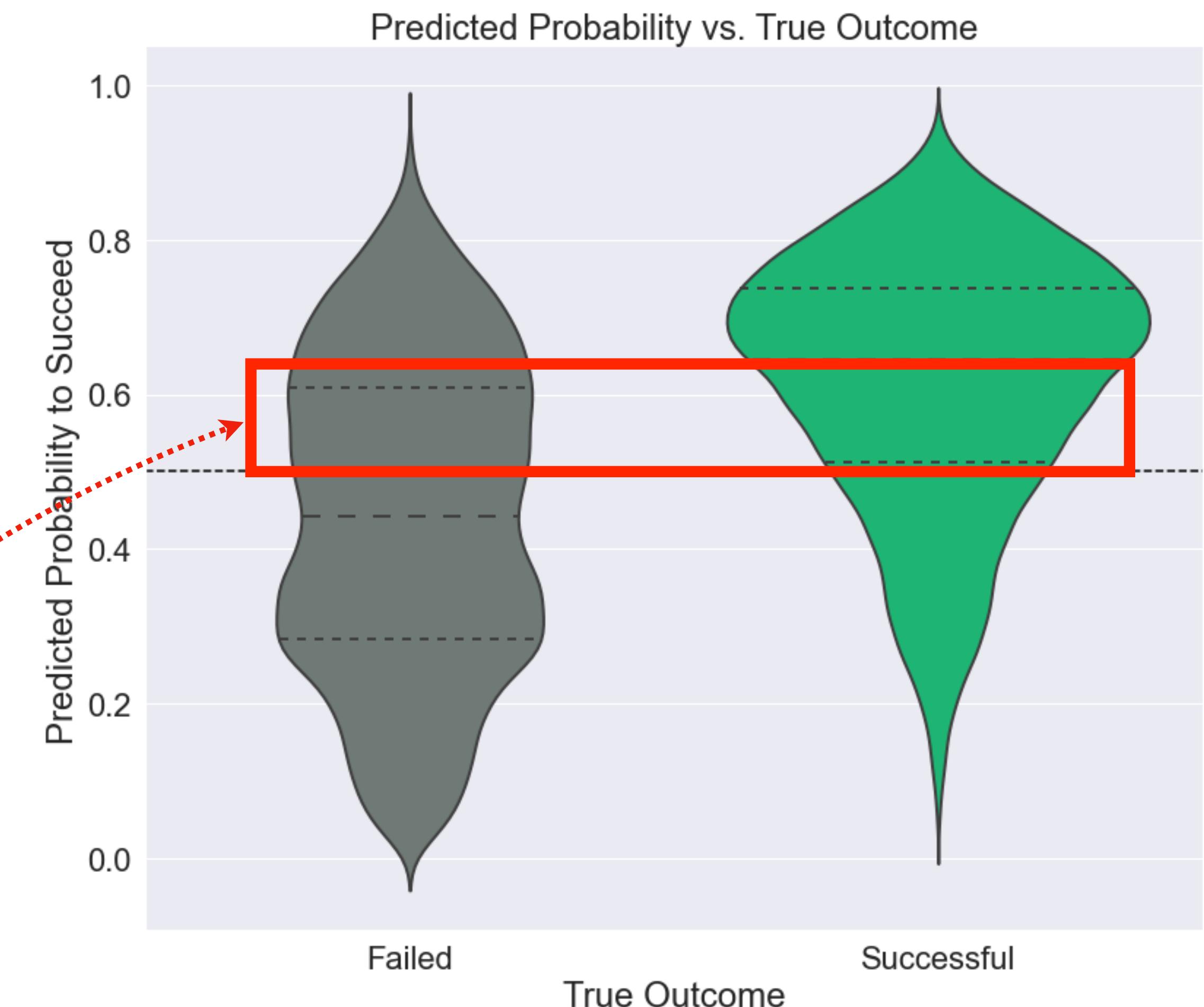
# RESULTS & RECOMMENDATIONS

## KICKSTARTER

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Get featured!



## SUMMARY

KICKSTARTER

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**Goal: Increase number of successfully funded projects**

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### KICKSTARTER

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**Goal: Increase number of successfully funded projects**



## SUMMARY

### KICKSTARTER

- Staff pick increases chance of success!
- We presented a model that guides Kickstarter in their decision which projects to feature
- More successfully funded projects translate to increased revenue for our stakeholder!

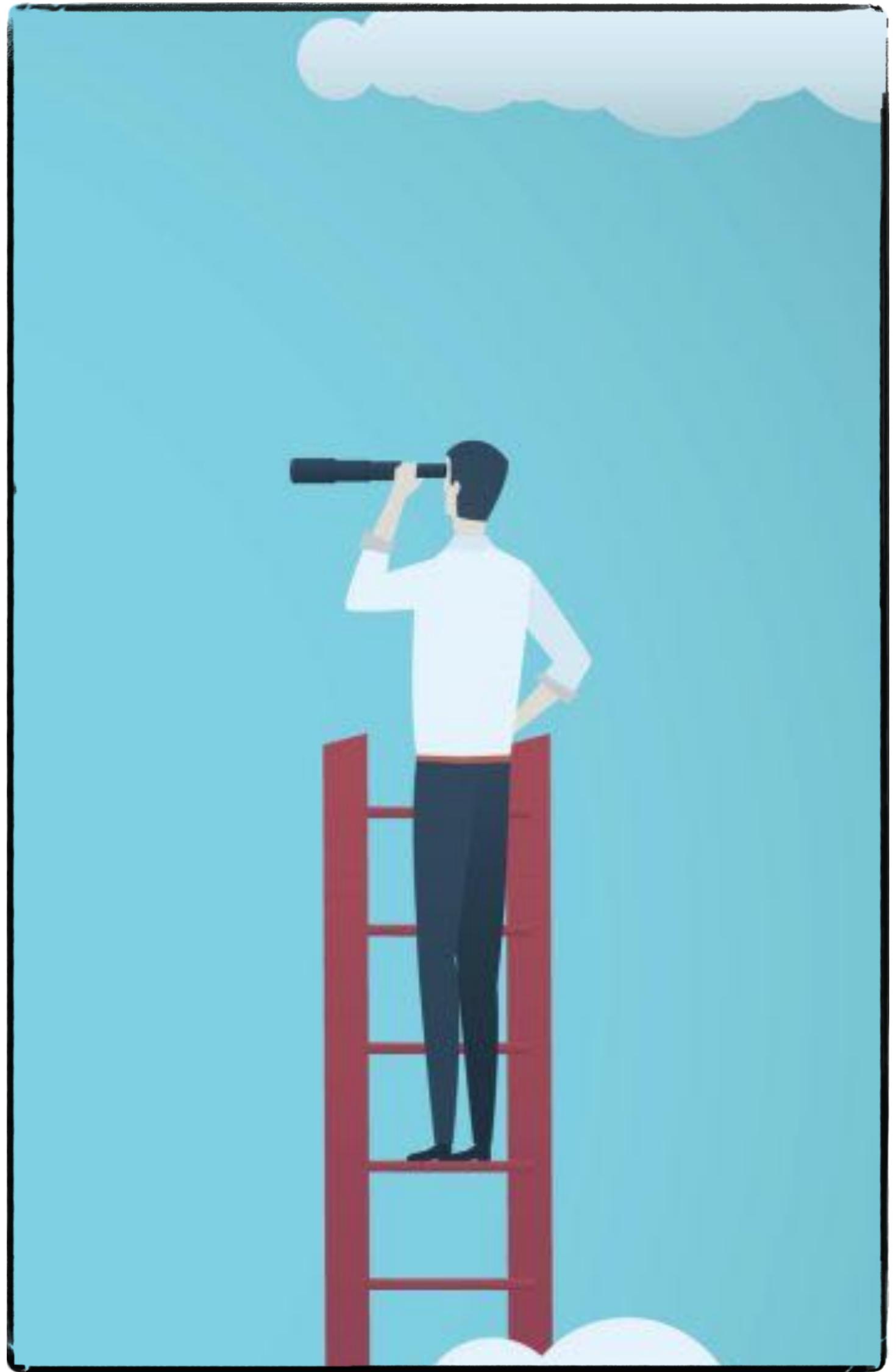
**Goal: Increase number of successfully funded projects**



## FUTURE WORK

### KICKSTARTER

- ❖ Decide optimal probability threshold for staff pick
- ❖ Investigate imbalanced data of ‘duration’ feature?
- ❖ Update model with real time data (page visits, backer influx, ...)



# **THANK YOU FOR YOUR ATTENTION!**

**QUESTIONS**



POTATO

KICKSTARTER

• Potato salad

• \$55,492

