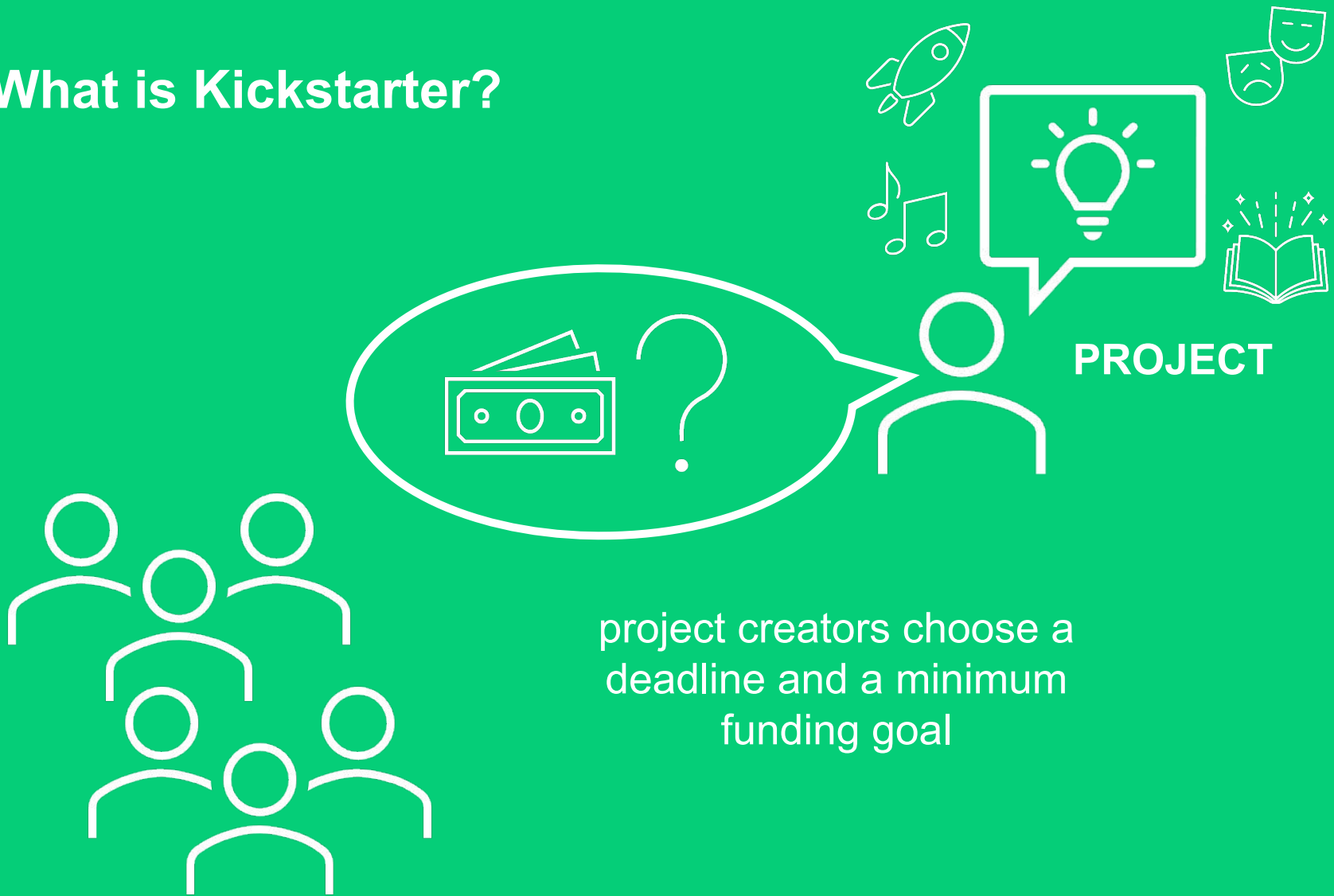


KICKSTARTER

MACHINE LEARNING PROJECT

by Julia, Juan & Rainer

What is Kickstarter?



project creators choose a
deadline and a minimum
funding goal

KICKSTARTER

What is Kickstarter?

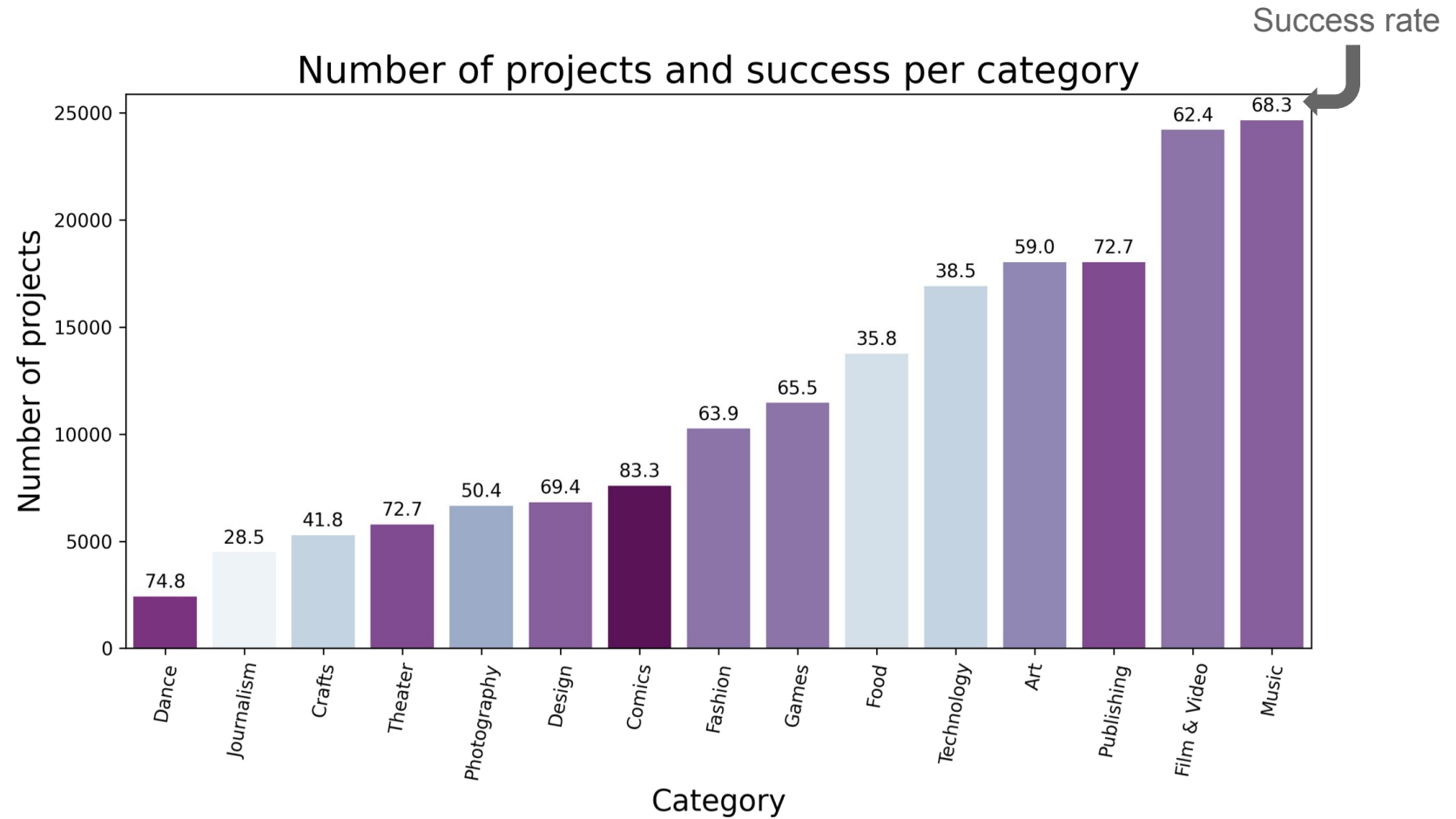


Questions before starting a project:

- Which category is kickstarter best for?
- In which countries does kickstarter work best?
- Is it good to have experience?
- Is it good to be labeled by 'staff pick'?



Which category is kickstarter best for?



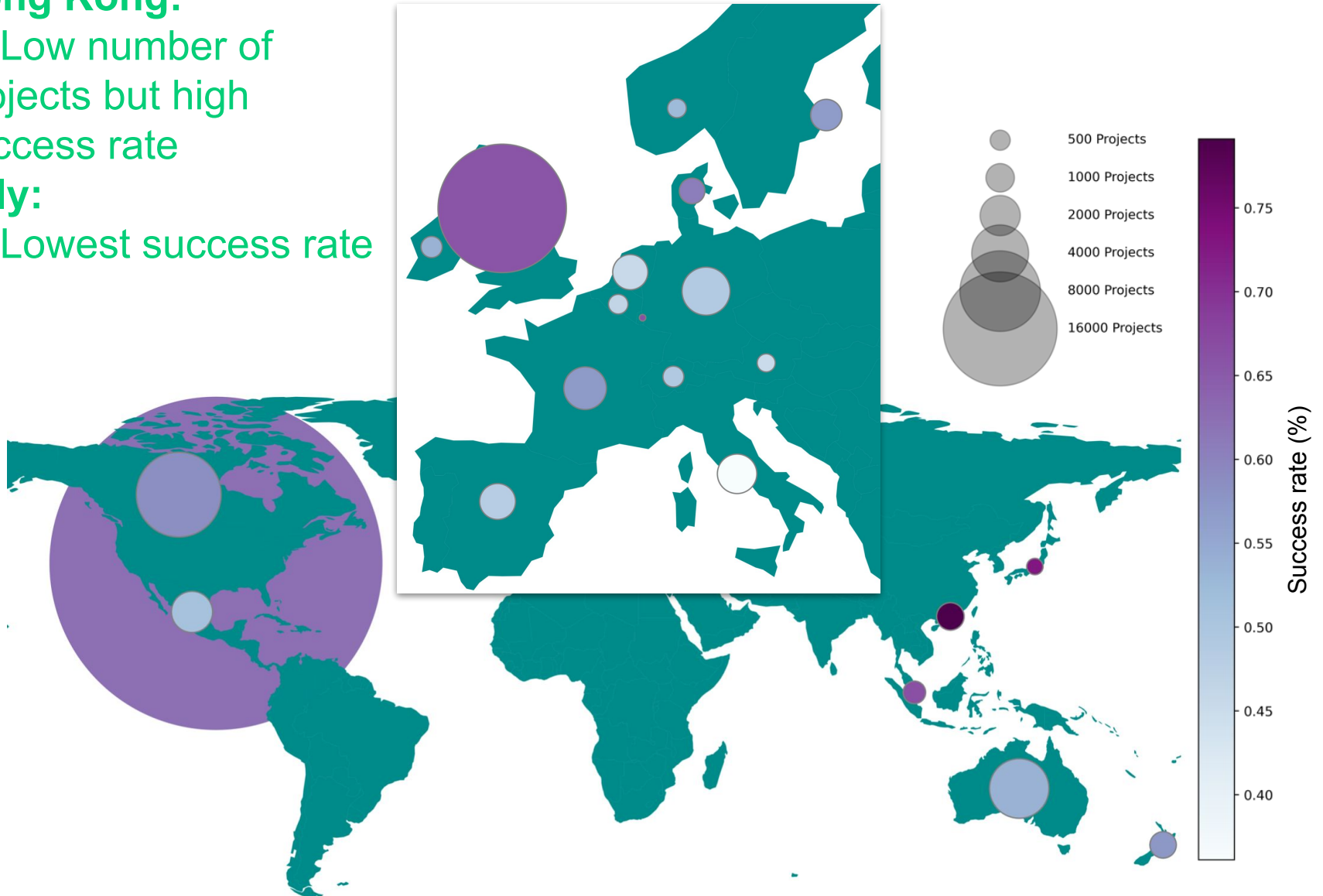
In which countries does kickstarter work best?

Hong Kong:

→ Low number of projects but high success rate

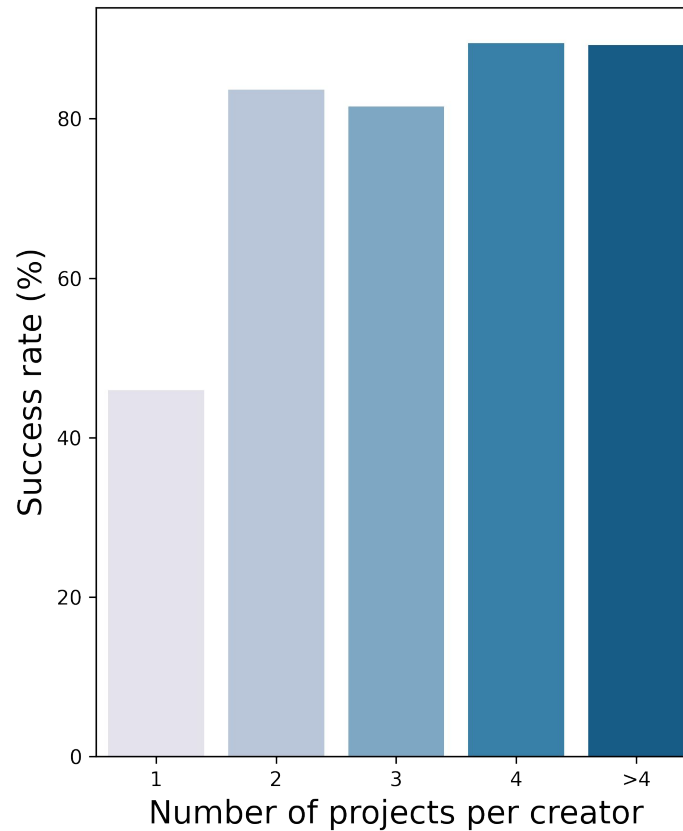
Italy:

→ Lowest success rate



Is it good to have experience?

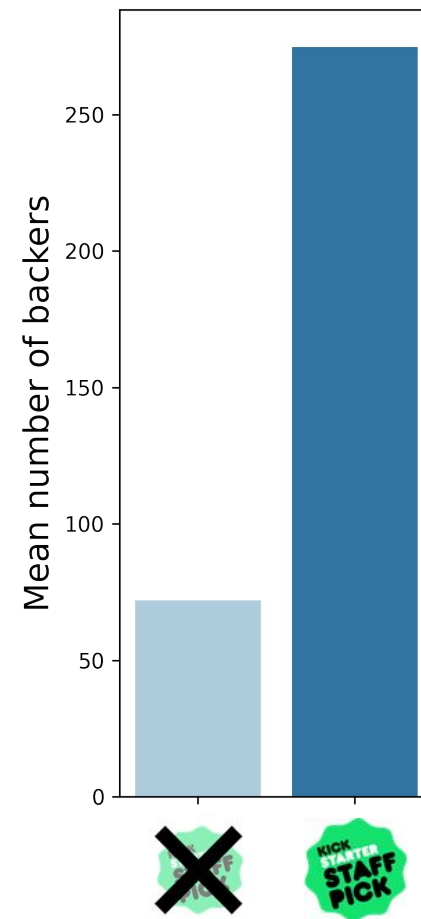
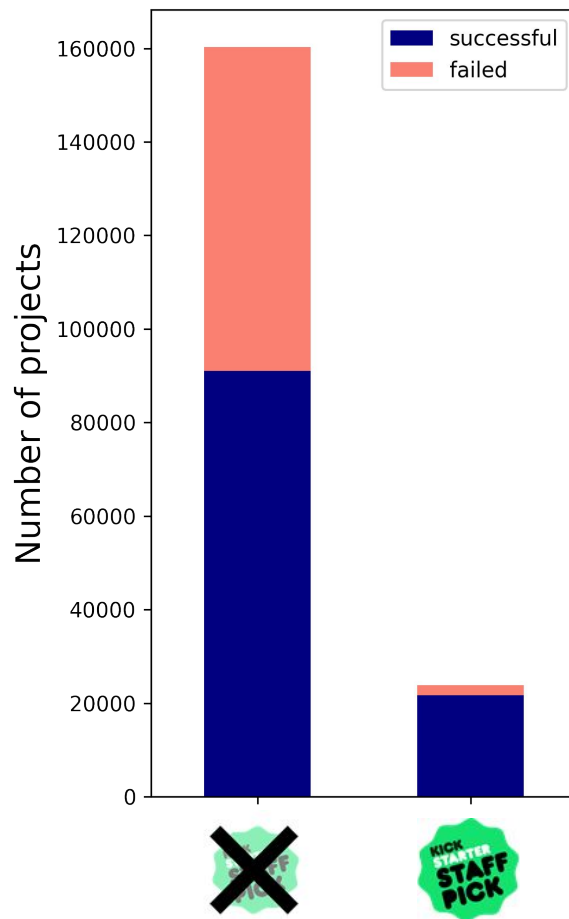
If a creator is experienced (created more than one project) the success rate is clearly higher



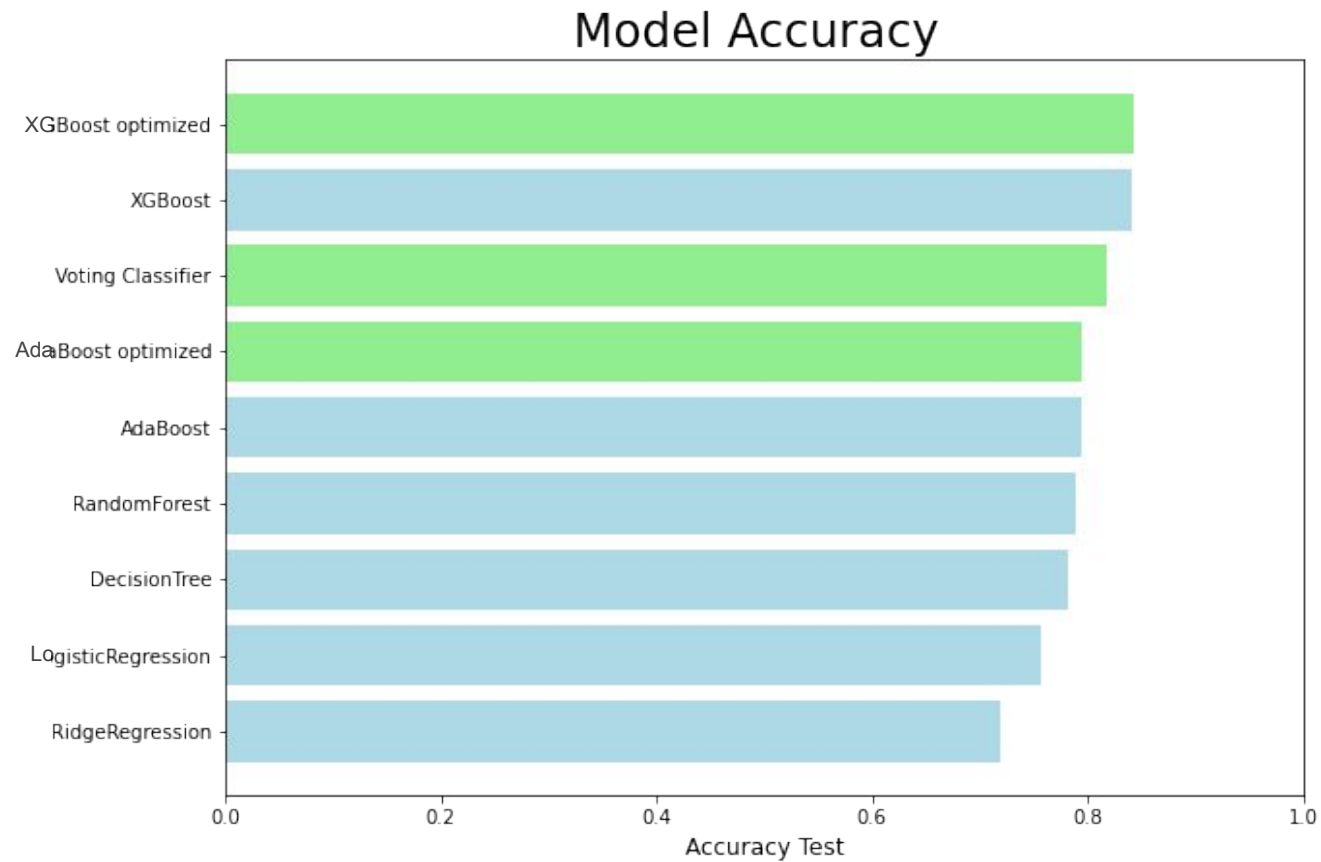
→ But probably only creators with successful projects start a second one

Is it good to be labeled by 'staff pick'?

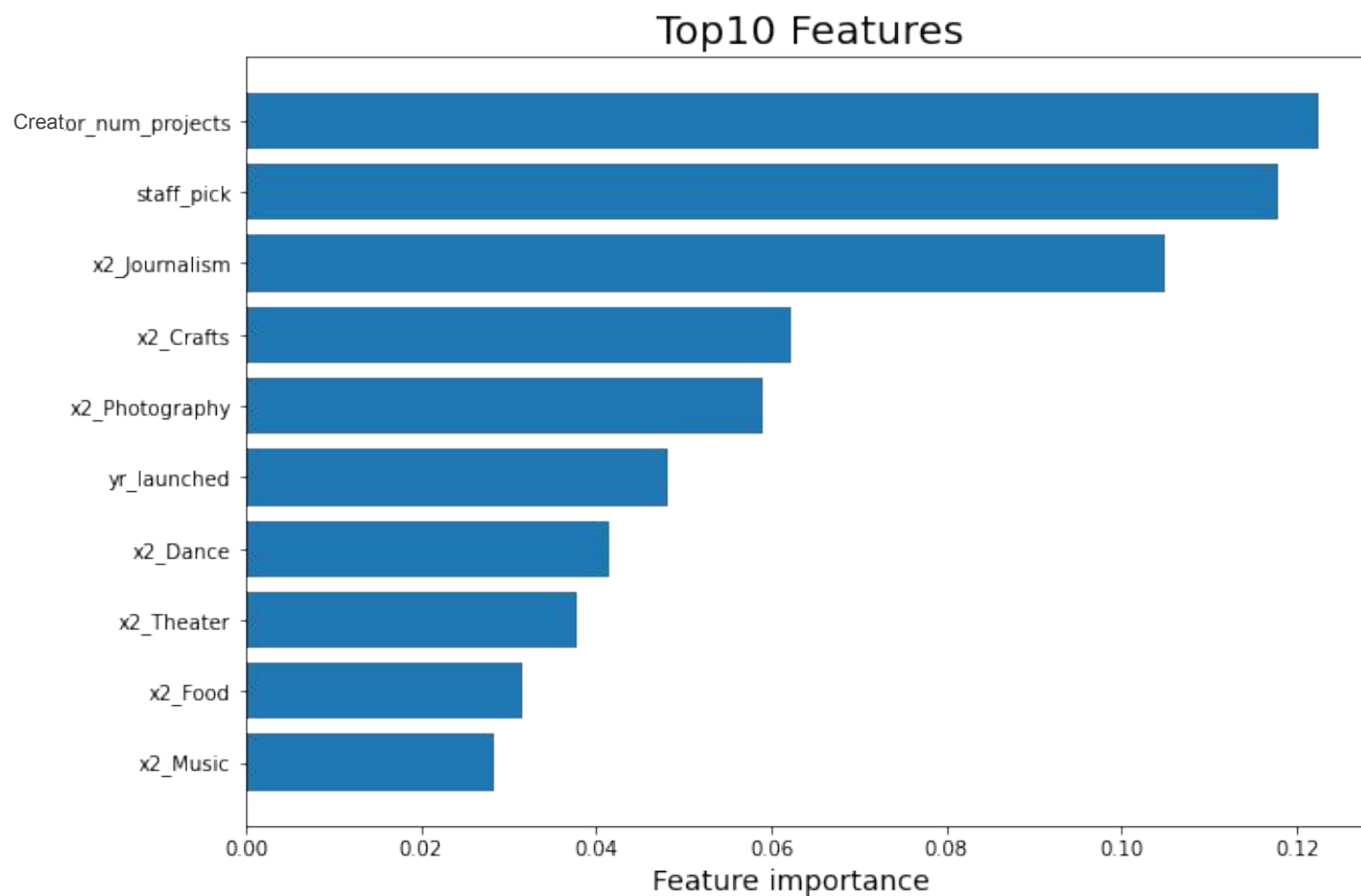
Staff picked: Selected by Kickstarter and highlighted on their site
→ more successful and have a higher number of backers



Models to predict the success of a project



Feature importance of XGBoost



Summary & Recommendations

Which category is kickstarter best for?



Comics, dance and game projects



Journalism, food and technology

In which countries does kickstarter work best?



Hong Kong



Italy

Is it good to have experience?



YES - Higher success rate

Is it good to be labeled by 'staff pick'?



YES: High success rate & more backers

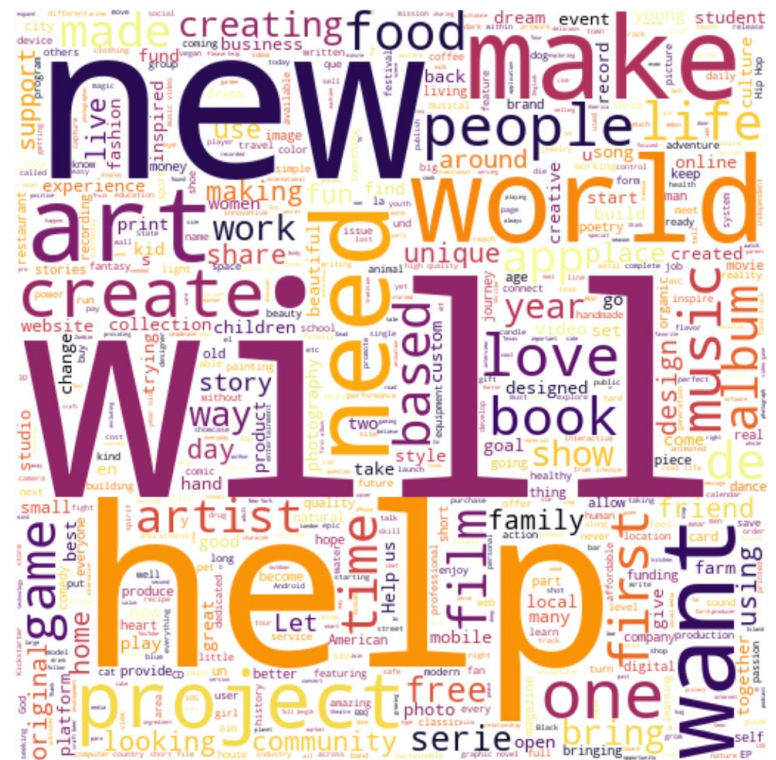
Future research & outlook

Picture analysis

Sentiment analysis



Description of successful projects



Description of failed projects

I'd donate to a
Kickstarter dedicated to
stopping people from
asking me to donate to
their Kickstarter.

somee cards

