Building a Successful KickStarter Campaign

Rachel Nelson

8/1/2020

#Section 1

### Introduction:

### How can I make my KickStarter campaign a success?

### Research questions

* Are there certain types/category of campaigns that are more successful?
* How much money should you ask for?
* Is there a time period for the campaign that works better than others?
* What is the average contribution of a backer?
* Is there a better time of year to launch a campaign?

### Approach

I will be performing basic data analysis and correlation on the data set provided. I will review things like the mean, median and mode of some of the factors that are of interest.

### How your approach addresses (fully or partially) the problem.

By finding out which metrics matter, we can use these elements to ensure your next kickstarter campaign ends in success.

### Data

<https://www.kaggle.com/kemical/kickstarter-projects>

### Required Packages

* dplyr
* ggplot2
* plotly
* lm.beta

### Plots and Table Needs

\* Scatter plots \* data tables \* correlation tables \* box plots

### Questions for future steps

* Should I look into neural networks?

# Section 2

### How to import and clean my data

I am importing the data by connecting the the CSV that was available for download on the Kaggle site. <https://www.kaggle.com/kemical/kickstarter-projects>

# load the data  
ks\_df <- read.csv("D:/College/DSC520/dsc520/data/ks-projects-201801.csv")

I am cleaning the data set to prepare it for analysis. ####Check for missing columns

# Check for Missing Columns  
names(ks\_df)

## [1] "ID" "name" "category" "main\_category"   
## [5] "currency" "deadline" "goal" "launched"   
## [9] "pledged" "state" "backers" "country"   
## [13] "usd.pledged" "usd\_pledged\_real" "usd\_goal\_real"

ks\_df$rowid <- paste(ks\_df$ID, "-", ks\_df$round)  
length(unique(ks\_df$rowid))

## [1] 378661

length(ks\_df$rowid)

## [1] 378661

Here I confirmed that all rows have a unique ID. I also reviewed the data to ensure all the data I needed was contained within the data set.

####Check variables names

# checks variable names and replace with new name  
library(dplyr)

##   
## Attaching package: 'dplyr'

## The following objects are masked from 'package:stats':  
##   
## filter, lag

## The following objects are masked from 'package:base':  
##   
## intersect, setdiff, setequal, union

ks\_df <- rename(ks\_df, usd\_pledged = usd.pledged)

Here I renamed the variable usd.pledged to usd\_pledged to align the naming conventions of all of my headers, since the rest of the headers uses underscores instead of periods for spaces.

####Check missing observations

# checks for missing values in observations  
colMeans(is.na(ks\_df))

## ID name category main\_category   
## 0.00000000 0.00000000 0.00000000 0.00000000   
## currency deadline goal launched   
## 0.00000000 0.00000000 0.00000000 0.00000000   
## pledged state backers country   
## 0.00000000 0.00000000 0.00000000 0.00000000   
## usd\_pledged usd\_pledged\_real usd\_goal\_real rowid   
## 0.01002744 0.00000000 0.00000000 0.00000000

# removes column from data set  
ks\_df = subset(ks\_df, select = -c(usd\_pledged) )

Here I am looking for missing values. There is a small amount of data in the usd\_pledged with missing values. If I wanted to cleanse the data set, I could remove these values, but for now, I want to keep it in mind since there are zero missing values from usd\_pledged\_real, which is a column giving the same information, but the conversion to USD was done from the fixer.io api instead of done by kickstarter. Instead of removing the rows with the missing data, I am going to remove the column from the data set since it is a duplicate column.

usd\_pledged: conversion in US dollars of the pledged column (conversion done by kickstarter). usd pledge real: conversion in US dollars of the pledged column (conversion from Fixer.io API).

####Check variable classification

# checks attributes of data frame  
str(ks\_df)

## 'data.frame': 378661 obs. of 15 variables:  
## $ ID : int 1000002330 1000003930 1000004038 1000007540 1000011046 1000014025 1000023410 1000030581 1000034518 100004195 ...  
## $ name : chr "The Songs of Adelaide & Abullah" "Greeting From Earth: ZGAC Arts Capsule For ET" "Where is Hank?" "ToshiCapital Rekordz Needs Help to Complete Album" ...  
## $ category : chr "Poetry" "Narrative Film" "Narrative Film" "Music" ...  
## $ main\_category : chr "Publishing" "Film & Video" "Film & Video" "Music" ...  
## $ currency : chr "GBP" "USD" "USD" "USD" ...  
## $ deadline : chr "2015-10-09" "2017-11-01" "2013-02-26" "2012-04-16" ...  
## $ goal : num 1000 30000 45000 5000 19500 50000 1000 25000 125000 65000 ...  
## $ launched : chr "2015-08-11 12:12:28" "2017-09-02 04:43:57" "2013-01-12 00:20:50" "2012-03-17 03:24:11" ...  
## $ pledged : num 0 2421 220 1 1283 ...  
## $ state : chr "failed" "failed" "failed" "failed" ...  
## $ backers : int 0 15 3 1 14 224 16 40 58 43 ...  
## $ country : chr "GB" "US" "US" "US" ...  
## $ usd\_pledged\_real: num 0 2421 220 1 1283 ...  
## $ usd\_goal\_real : num 1534 30000 45000 5000 19500 ...  
## $ rowid : chr "1000002330 - " "1000003930 - " "1000004038 - " "1000007540 - " ...

Checking the variable classification is the step used to make sure the data is the right datatype for analysis.

####Check duplicate rows

# Checking if one row is identical to another  
distinctdata <- distinct(ks\_df)  
nrow(ks\_df)

## [1] 378661

nrow(distinctdata)

## [1] 378661

Checking for duplicate rows within the data. None were found. If duplicate rows are found, the duplicate should be extracted from the dataset.

####Change dates from factors to date

ks\_df <- transform(ks\_df, deadline = as.Date(deadline), launched = as.Date(launched), backers = as.numeric(backers))

Changes the data type of deadline and launched to date.

### What does the final data set look like?

head(ks\_df)

## ID name  
## 1 1000002330 The Songs of Adelaide & Abullah  
## 2 1000003930 Greeting From Earth: ZGAC Arts Capsule For ET  
## 3 1000004038 Where is Hank?  
## 4 1000007540 ToshiCapital Rekordz Needs Help to Complete Album  
## 5 1000011046 Community Film Project: The Art of Neighborhood Filmmaking  
## 6 1000014025 Monarch Espresso Bar  
## category main\_category currency deadline goal launched pledged  
## 1 Poetry Publishing GBP 2015-10-09 1000 2015-08-11 0  
## 2 Narrative Film Film & Video USD 2017-11-01 30000 2017-09-02 2421  
## 3 Narrative Film Film & Video USD 2013-02-26 45000 2013-01-12 220  
## 4 Music Music USD 2012-04-16 5000 2012-03-17 1  
## 5 Film & Video Film & Video USD 2015-08-29 19500 2015-07-04 1283  
## 6 Restaurants Food USD 2016-04-01 50000 2016-02-26 52375  
## state backers country usd\_pledged\_real usd\_goal\_real rowid  
## 1 failed 0 GB 0 1533.95 1000002330 -   
## 2 failed 15 US 2421 30000.00 1000003930 -   
## 3 failed 3 US 220 45000.00 1000004038 -   
## 4 failed 1 US 1 5000.00 1000007540 -   
## 5 canceled 14 US 1283 19500.00 1000011046 -   
## 6 successful 224 US 52375 50000.00 1000014025 -

### Questions for future steps

I need to figure out if and how the factor/category data needs to be changed to numerical data. I also had to change dates from factors to date data types.

### What information is not self-evident?

I plan to run both correlation and unsupervised learning models on the data to see if I can uncover any new information that is not self-evident.

### What are different ways you could look at this data?

Yes, the questions I want to answer can be viewed though looking at bar charts, frequency plots and statistical models. \* Are there certain types/category of campaigns that are more successful? \* How much money should you ask for? \* Is there a time period for the campaign that works better than others? \* What is the average contribution of a backer? \* Is there a better time of year to launch a campaign?

### How do you plan to slice and dice the data?.

Created a new variable for % successful by taking the pledged and dividing it by the goal. I also slided out the month for both deadline and launch dates.

# Adding new rows to slide and dice the data later  
ks\_df <-  
 ks\_df %>%  
 mutate(  
 pledged\_to\_goal = usd\_pledged\_real/usd\_goal\_real,  
 count = 1,  
 deadline\_month = format(deadline,"%m"),  
 launched\_month = format(launched,"%m"),  
 backers\_per\_pledge = usd\_pledged\_real/backers  
 )

### How could you summarize your data to answer key questions?

This ties into the different ways I can look at the data set. Charts and visualizations are a great way to summarize the data and answer key questions.

### What types of plots and tables will help you to illustrate the findings to your questions?

Bar charts, box plots and scatter charts will help illustrate findings to my questions.

### Do you plan on incorporating any machine learning techniques to answer your research questions? Explain.

Yes, I plan to see if there are any supervised (like decision tree or random forest) models and unsupervised (clustering) that can help make sense of what is funded verses unfunded.

### Questions for future steps

This still ties in to question #3, where I need to figure out if the factor/categyory data needs to be changed to numerical data and if so, how I go about doing that.

# Section 3

### Introduction

Kickstarter campaigns is a way to crowdsource funding to support projects, people or situations. It’s a way to raise money. In this analysis, I will be finding out if there are controllable factors which can lead to a successful campaign.

### The problem statement you addressed

Is there a way to design a kickstarter campaign to increase it’s likelihood to be successful?

### How you addressed this problem statement

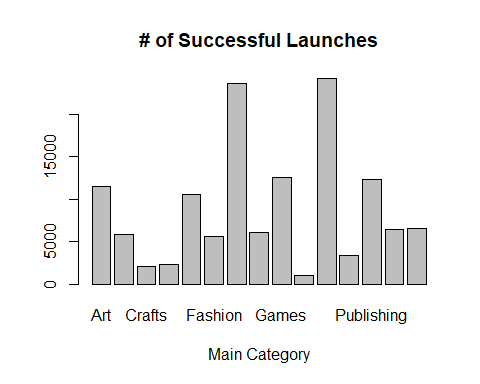
I addressed this problem statement by looking into answering 5 questions: \* Are there certain types/category of campaigns that are more successful? \* How much money should you ask for? \* Is there a time period for the campaign that works better than others? \* What is the average contribution of a backer? \* Is there a better time of year to launch a campaign?

I also performed correlation and applied machine learning techniques to see if there are ways to increase the likelihood of building successful campaigns.

### Analysis

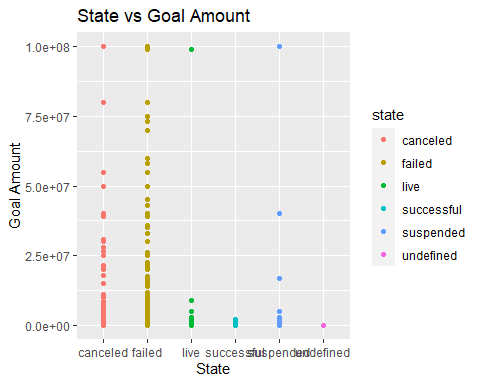
#### Are there certain types/category of campaigns that are more successful?

# Filtering by one criterion  
ks\_dff <- filter(ks\_df, state == "successful")  
  
## Successful Launches based on Deadline Month  
counts <- table(ks\_dff$main\_category)  
barplot(counts, main="# of Successful Launches",  
 xlab="Main Category")

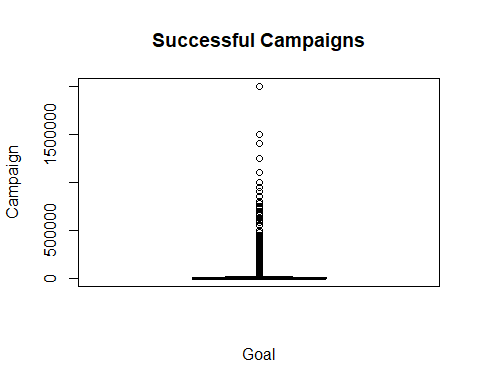
 The top 5 categories with successful campaigns are: 1. Music 2. Film & Video 3. Games 4. Publishing 5. Art

#### How much money should you ask for?

library(ggplot2)  
## Create a scatterplot of all states  
ggplot(ks\_df, aes(x=state, y=goal, col=state)) + ggtitle("State vs Goal Amount") + xlab("State") + ylab("Goal Amount") + geom\_point(aes(colour = state))



# Boxplot of only successful campaigns  
boxplot(goal~count,data=ks\_dff, main="Successful Campaigns",  
 xlab="Goal", ylab="Campaign")



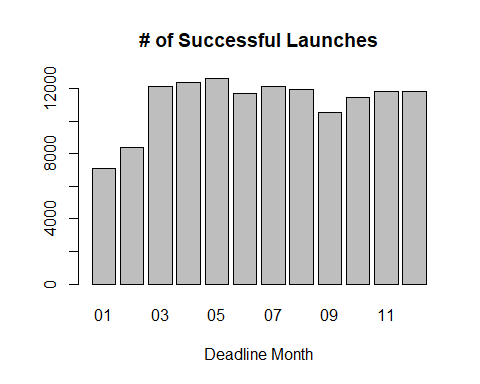
summary(ks\_dff)

## ID name category main\_category   
## Min. :2.111e+04 Length:133956 Length:133956 Length:133956   
## 1st Qu.:5.354e+08 Class :character Class :character Class :character   
## Median :1.077e+09 Mode :character Mode :character Mode :character   
## Mean :1.074e+09   
## 3rd Qu.:1.608e+09   
## Max. :2.147e+09   
## currency deadline goal launched   
## Length:133956 Min. :2009-05-03 Min. : 0 Min. :2009-04-24   
## Class :character 1st Qu.:2012-12-13 1st Qu.: 1250 1st Qu.:2012-11-13   
## Mode :character Median :2014-08-29 Median : 3923 Median :2014-07-29   
## Mean :2014-07-31 Mean : 10163 Mean :2014-06-29   
## 3rd Qu.:2016-04-13 3rd Qu.: 10000 3rd Qu.:2016-03-12   
## Max. :2018-01-02 Max. :2000000 Max. :2017-12-29   
## pledged state backers country   
## Min. : 1 Length:133956 Min. : 0.0 Length:133956   
## 1st Qu.: 1978 Class :character 1st Qu.: 33.0 Class :character   
## Median : 5117 Mode :character Median : 71.0 Mode :character   
## Mean : 24100 Mean : 263.9   
## 3rd Qu.: 13440 3rd Qu.: 167.0   
## Max. :20338986 Max. :219382.0   
## usd\_pledged\_real usd\_goal\_real rowid pledged\_to\_goal   
## Min. : 1 Min. : 0 Length:133956 Min. : 0.85   
## 1st Qu.: 2000 1st Qu.: 1302 Class :character 1st Qu.: 1.05   
## Median : 5107 Median : 3838 Mode :character Median : 1.17   
## Mean : 22671 Mean : 9533 Mean : 8.56   
## 3rd Qu.: 13232 3rd Qu.: 10000 3rd Qu.: 1.63   
## Max. :20338986 Max. :2015609 Max. :104277.89   
## count deadline\_month launched\_month backers\_per\_pledge  
## Min. :1 Length:133956 Length:133956 Min. : 0.7835   
## 1st Qu.:1 Class :character Class :character 1st Qu.: 41.1972   
## Median :1 Mode :character Mode :character Median : 63.3473   
## Mean :1 Mean : Inf   
## 3rd Qu.:1 3rd Qu.:102.3367   
## Max. :1 Max. : Inf

Successful campaigns have a smaller range then non-successful campaigns. The average successful campaign has a goal of around 10,000 with a median of around 4,000.

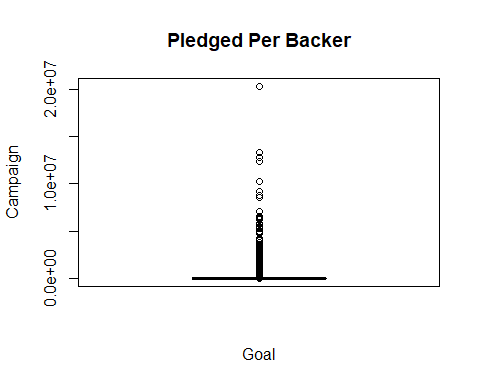
#### Is there a time period for the campaign that works better than others?

## Successful Launches based on Deadline Month  
counts <- table(ks\_dff$deadline\_month)  
barplot(counts, main="# of Successful Launches",  
 xlab="Deadline Month")

 May has the highest number of campaigns that are successful.

#### What is the average contribution of a backer?

# Boxplot of only successful campaigns  
boxplot(usd\_pledged\_real~count,data=ks\_dff, main="Pledged Per Backer",  
 xlab="Goal", ylab="Campaign")



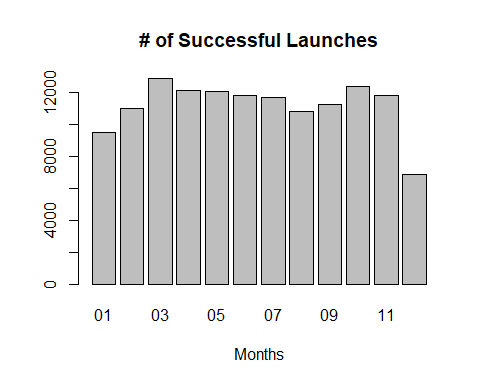
summary(ks\_dff)

## ID name category main\_category   
## Min. :2.111e+04 Length:133956 Length:133956 Length:133956   
## 1st Qu.:5.354e+08 Class :character Class :character Class :character   
## Median :1.077e+09 Mode :character Mode :character Mode :character   
## Mean :1.074e+09   
## 3rd Qu.:1.608e+09   
## Max. :2.147e+09   
## currency deadline goal launched   
## Length:133956 Min. :2009-05-03 Min. : 0 Min. :2009-04-24   
## Class :character 1st Qu.:2012-12-13 1st Qu.: 1250 1st Qu.:2012-11-13   
## Mode :character Median :2014-08-29 Median : 3923 Median :2014-07-29   
## Mean :2014-07-31 Mean : 10163 Mean :2014-06-29   
## 3rd Qu.:2016-04-13 3rd Qu.: 10000 3rd Qu.:2016-03-12   
## Max. :2018-01-02 Max. :2000000 Max. :2017-12-29   
## pledged state backers country   
## Min. : 1 Length:133956 Min. : 0.0 Length:133956   
## 1st Qu.: 1978 Class :character 1st Qu.: 33.0 Class :character   
## Median : 5117 Mode :character Median : 71.0 Mode :character   
## Mean : 24100 Mean : 263.9   
## 3rd Qu.: 13440 3rd Qu.: 167.0   
## Max. :20338986 Max. :219382.0   
## usd\_pledged\_real usd\_goal\_real rowid pledged\_to\_goal   
## Min. : 1 Min. : 0 Length:133956 Min. : 0.85   
## 1st Qu.: 2000 1st Qu.: 1302 Class :character 1st Qu.: 1.05   
## Median : 5107 Median : 3838 Mode :character Median : 1.17   
## Mean : 22671 Mean : 9533 Mean : 8.56   
## 3rd Qu.: 13232 3rd Qu.: 10000 3rd Qu.: 1.63   
## Max. :20338986 Max. :2015609 Max. :104277.89   
## count deadline\_month launched\_month backers\_per\_pledge  
## Min. :1 Length:133956 Length:133956 Min. : 0.7835   
## 1st Qu.:1 Class :character Class :character 1st Qu.: 41.1972   
## Median :1 Mode :character Mode :character Median : 63.3473   
## Mean :1 Mean : Inf   
## 3rd Qu.:1 3rd Qu.:102.3367   
## Max. :1 Max. : Inf

The median backer pledges 63 USD to projects.

#### Is there a better time of year to launch a campaign?

## Successful Launches  
counts <- table(ks\_dff$launched\_month)  
barplot(counts, main="# of Successful Launches",  
 xlab="Months")

 March and October has the most for count of successful launches. December has the least.

#### What are the factors that contribute to sucessful campaigns?

# Prepping the data for modelling:  
  
# Adding new rows to indicate successful campaigns  
ks\_dff <-  
 ks\_dff %>%  
 mutate(  
 successful = 1  
 )  
  
# Filtering by one criterion where campaigns not successful  
ks\_dfn <- filter(ks\_df, state != "successful")  
  
  
# Adding new rows to indicate unsuccessful campaigns  
ks\_dfn <-  
 ks\_dfn %>%  
 mutate(  
 successful = 0  
 )  
  
#combines successful and unsuccessful campaigns  
df\_union1<-merge(ks\_dff,ks\_dfn,all=TRUE)  
  
df\_union1 <- transform(df\_union1, deadline\_month = as.integer(deadline\_month), launched\_month = as.integer(launched\_month))  
  
model\_1 <- lm(successful ~ backers+usd\_pledged\_real,usd\_goal\_real,pledged\_to\_goal+deadline\_month+launched\_month, data = df\_union1)  
summary(model\_1)

##   
## Call:  
## lm(formula = successful ~ backers + usd\_pledged\_real, data = df\_union1,   
## subset = usd\_goal\_real, weights = pledged\_to\_goal + deadline\_month +   
## launched\_month)  
##   
## Weighted Residuals:  
## Min 1Q Median 3Q Max   
## -46.295 -1.627 -1.223 2.021 94.783   
##   
## Coefficients:  
## Estimate Std. Error t value Pr(>|t|)   
## (Intercept) 4.044e-01 8.040e-04 502.957 <2e-16 \*\*\*  
## backers 1.562e-04 8.386e-07 186.275 <2e-16 \*\*\*  
## usd\_pledged\_real -6.924e-09 1.088e-08 -0.637 0.524   
## ---  
## Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
##   
## Residual standard error: 1.939 on 375212 degrees of freedom  
## (3408 observations deleted due to missingness)  
## Multiple R-squared: 0.1211, Adjusted R-squared: 0.1211   
## F-statistic: 2.584e+04 on 2 and 375212 DF, p-value: < 2.2e-16

library(lm.beta)  
model\_1.beta <- lm.beta(model\_1)  
coef(model\_1.beta)

## (Intercept) backers usd\_pledged\_real   
## 0.0000000000 0.1543442876 -0.0006805745

# linear regression on backers  
linearMod <- lm(successful ~ backers, data=df\_union1)  
print(linearMod)

##   
## Call:  
## lm(formula = successful ~ backers, data = df\_union1)  
##   
## Coefficients:  
## (Intercept) backers   
## 3.466e-01 6.805e-05

summary(linearMod)

##   
## Call:  
## lm(formula = successful ~ backers, data = df\_union1)  
##   
## Residuals:  
## Min 1Q Median 3Q Max   
## -14.2750 -0.3470 -0.3466 0.6439 0.6534   
##   
## Coefficients:  
## Estimate Std. Error t value Pr(>|t|)   
## (Intercept) 3.466e-01 7.757e-04 446.78 <2e-16 \*\*\*  
## backers 6.805e-05 8.493e-07 80.12 <2e-16 \*\*\*  
## ---  
## Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1  
##   
## Residual standard error: 0.4741 on 378659 degrees of freedom  
## Multiple R-squared: 0.01667, Adjusted R-squared: 0.01667   
## F-statistic: 6419 on 1 and 378659 DF, p-value: < 2.2e-16

The number of backers is a significant factor when predicting if the kickstarter will be a success.

### Conclusion

The best way to have a successful campaign is to increase the number of backers for that campaign. Would not recommend campaigning during the holiday season.