

# Kickstart Informed

Create Successful Projects  
With Machine Learning

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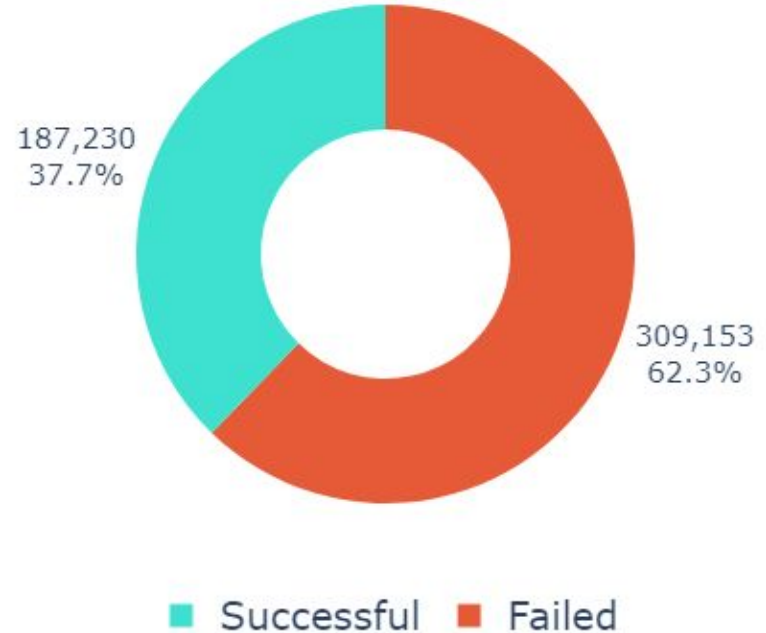
Raven Welch

# What is Kickstarter?

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- Crowdfunding Website
- Founded in 2009
- Focus on new creations
  - Art
  - Film
  - Technology
  - Games

Total Number of Projects On Kickstarter



# Why Apply Machine Learning?

- Less time spent on research, more spent on the project
- Well informed data, using thousands of projects, can back decisions

1.

# The Data

# A Quick Peek

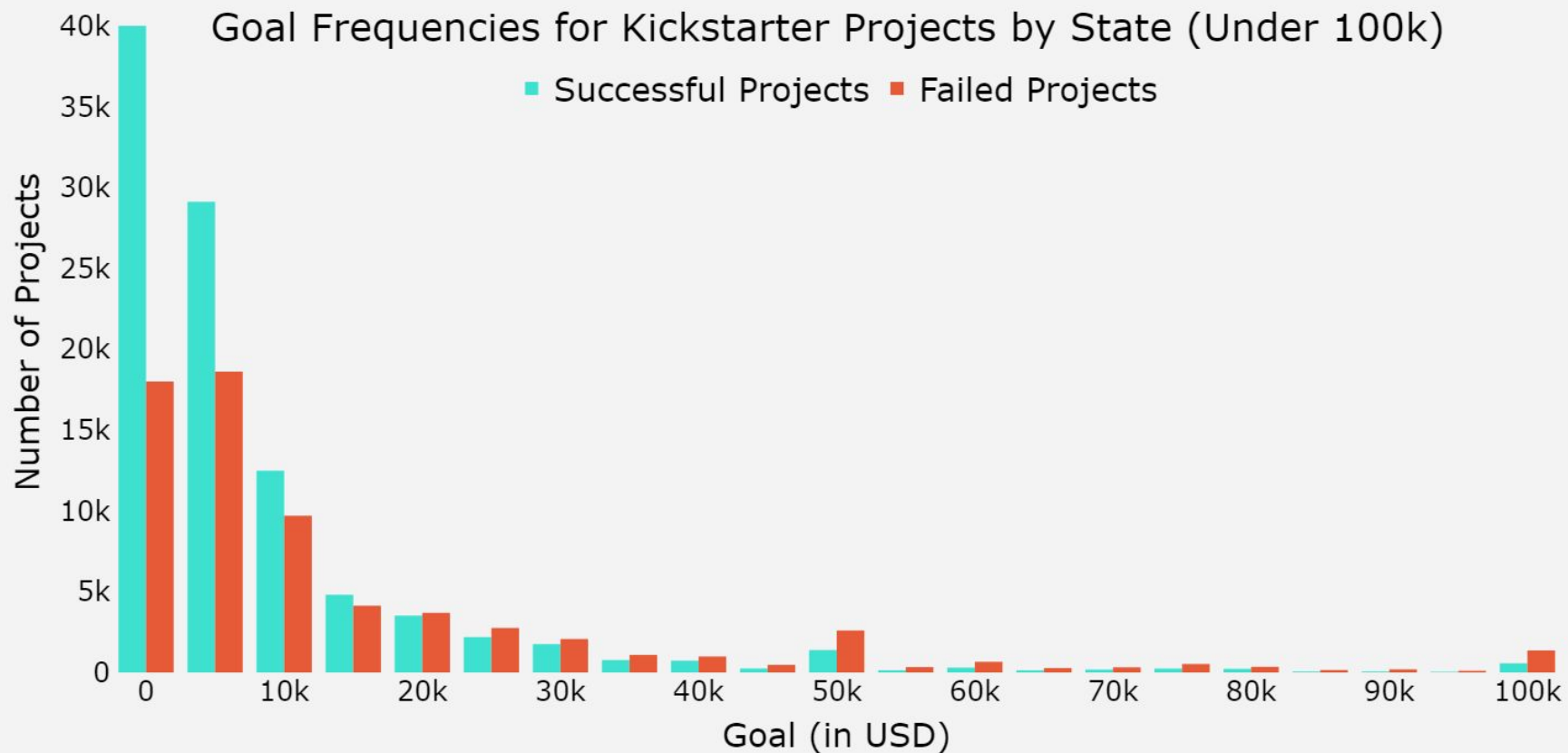
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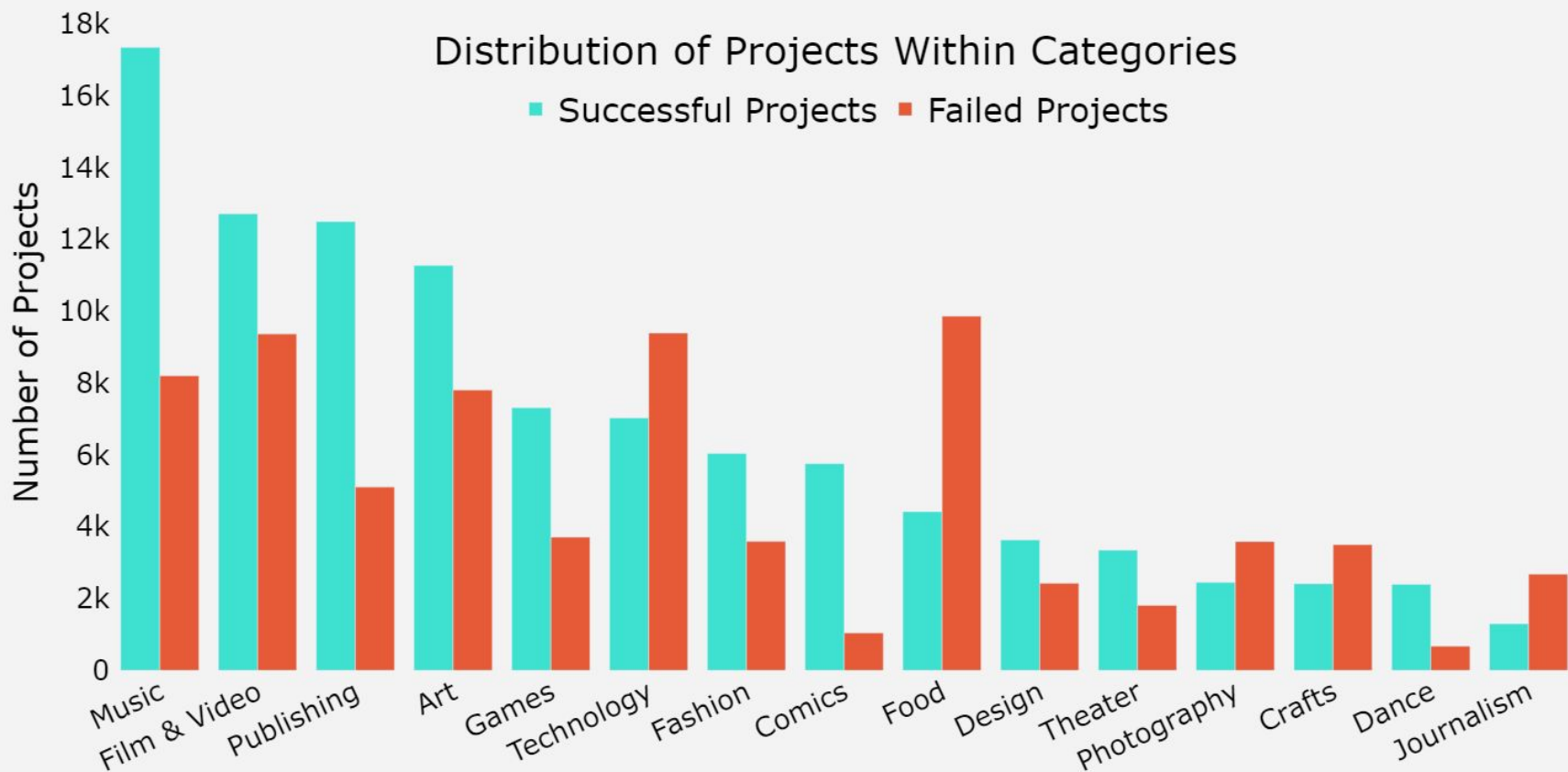
- 172,740 Projects
  - Data collected by [webrobots.io](https://webrobots.io) (2020-07-16)

100k Successful

72.8k Failed

- Features used included:
  - Start & End Dates
  - Country and Currency
  - Category
  - Project Goal
  - Staff Pick
  - Blurb





# 2.

## The Model



# Model Overview

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- Model predicts if the project has failed or succeeded
- Tested 13 different models
  - Refined 4
- Selected Best Model
  - Gradient Boosting



“Likely to Succeed”



**48**

**17**

Out of **100 Projects**

Correctly Identifies:

**48 Successful Projects**

**25 Unsuccessful Projects**

Incorrectly Identifies:

**17 Unsuccessful Projects**

**10 Successful Projects**

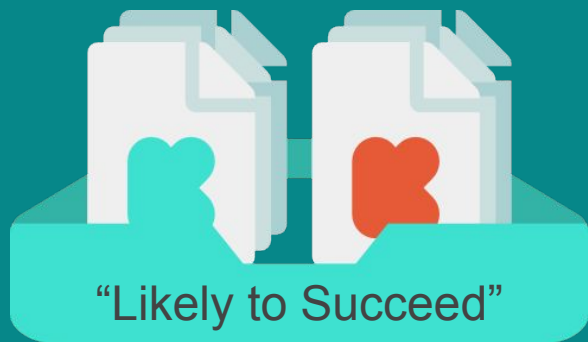
“Unlikely to Succeed”



**10**

**25**

So, what does this mean?



More confident  
If not already set,  
finalize details used  
in the model  
Start advertising!

Knowing that the  
model is 73%  
accurate:

Consider risk!



More research  
Alter details used  
with model

# 3.

## Moving Forwards

# Limitations

- Does not consider objective aspects
- Yearly trends not recognized
- Data used was ~34% of Kickstarter projects
- Limited data, does not include stretch goals

# Next Steps

- Adding text processing to analyze project blurbs
- Test creating models using sub-categories
- Refine Models
  - Test using less features
- Test other algorithms

# Any Questions?

*Find me at...*



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# Credits

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- Presentation template by [SlidesCarnival](#)
- Icons created by [Font Awesome Icons](#) and edited by myself
- Data collected by [webrobots.io](#)