Kickstarter Projects

Funding your business idea

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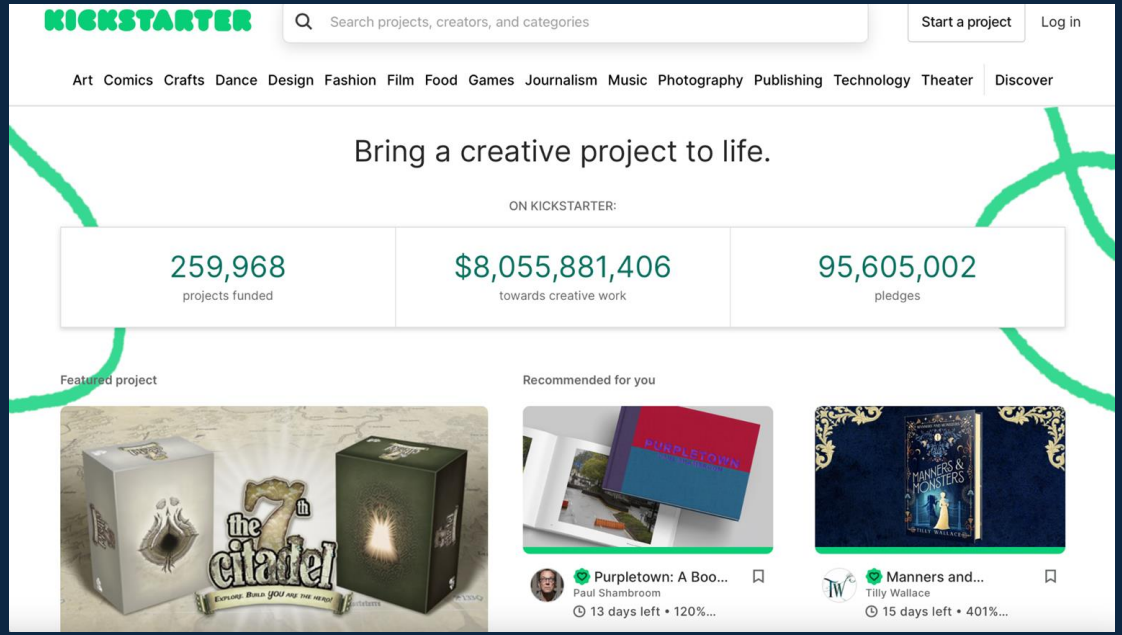
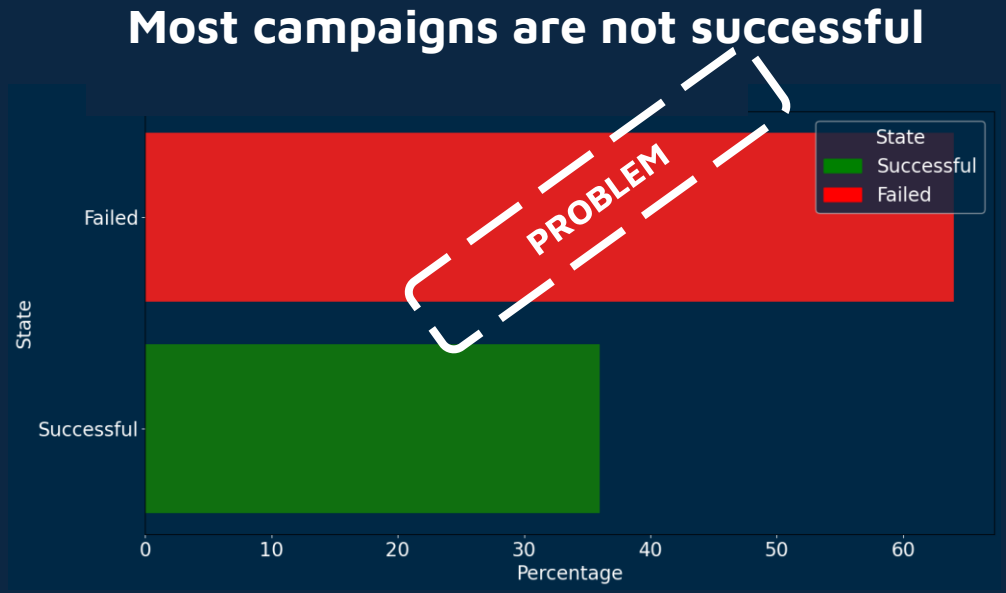
Kickstarter Projects



Crowdfunding platform where creators can raise funds for their projects by receiving financial pledges from backers.

Problem Statement

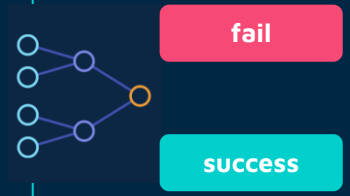


Failed 64%

Successful 36%

Goal of the Project

Develop a predictive model to determine the likelihood of a Kickstarter project being successful based on various features



Happy entrepreneur

Happy Platform Kickstarter

Success is defined as **meeting or exceeding** the funding goal by the project's deadline.

Available Information

~380K

2009–2018

Name	Goal	Launch date	State
Category	Pledged	Deadline	
Subcategory	Backers		
Country			

Date

Continuous

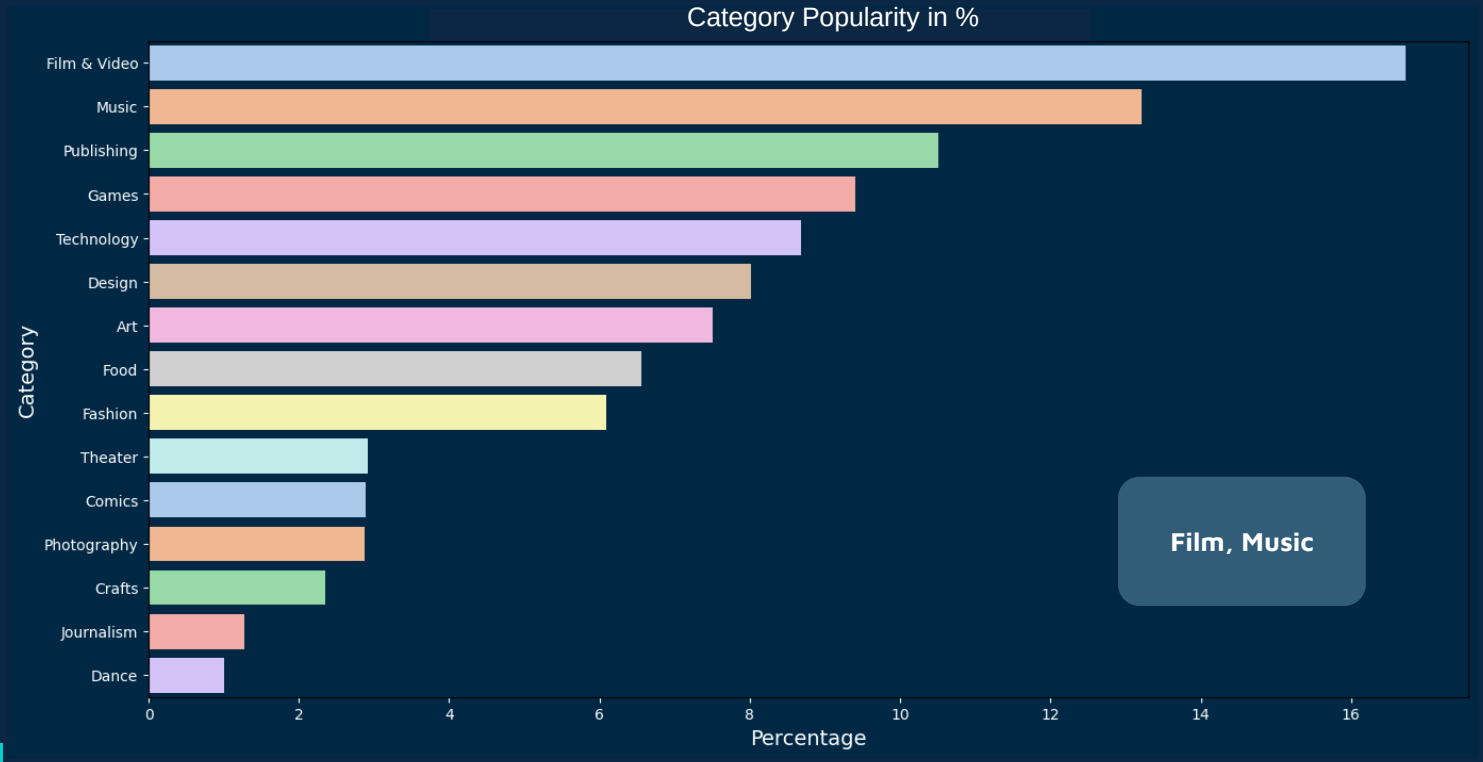
Categorical

Target

Where to find kickstarter campaigns

80%

Campaign Categories

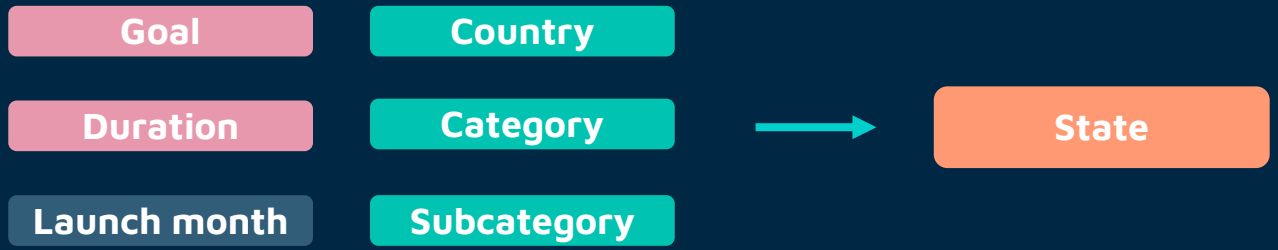


Our model - Approach

- Different approaches: Regression vs Classification
- Base model for Regression: simple Linear Regression model
- Base model for Classification: KNN model

Final model: Gradient Boosting Classification model

- Gradient Boosting models are typically based on Decision Trees
- Sequential technique where each new model tries to correct the errors made by the previous one
- Features used:

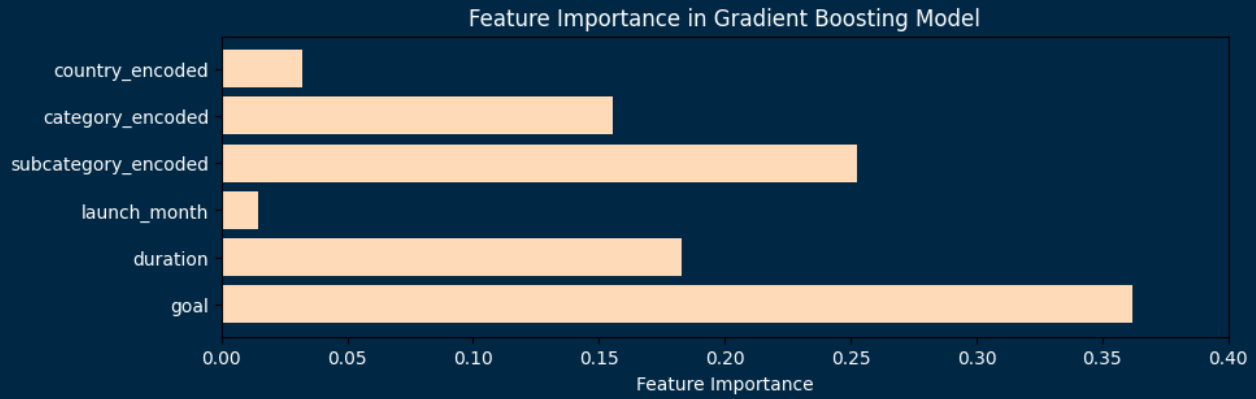


Our model – Gradient Boosting – Evaluation

- Model is able to predict failure of campaigns very well, but predicts success rather poorly
- Campaign goal has the highest influence on the prediction, followed by subcategory

Model Accuracy:

70%



Recommendations & Insights

Insights

- **Monetary Goal** influences the model the most
- Placing the campaign in the **right subcategory** is important
- **Limited data** available to truly reliably predict outcome
- Model still reaches **70% accuracy**

Recommendations

- Collect **additional data** like campaign description, experience of founders, quality of description and images, advertisement budget etc.
- Collect more data from different countries to **balance the data set**

POTENTIAL DATA PRODUCT

1. Upload your Business Plan

2. Success estimation

Your success estimation:	55%

3. Recommendation for Kickstarter Project:

Recommendation for subcategory to sell under:	Technology: Software
Recommendation for duration:	40 days
Recommendation for you goal:	20 K

4. Campaign recommendations

Keywords	Child Monitoring, Childcare App, ...
Targeted Backers profile	Parents (25 - 45), Income ...
Recommendation for engagement with backers	Community building for parents, ...
Potential success of improvement	+10%

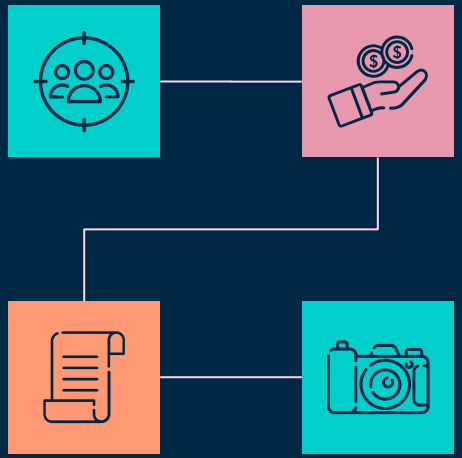
FUTURE WORK

More Data

Increase accuracy of prediction

Recommendations

Best chances for a successful campaign

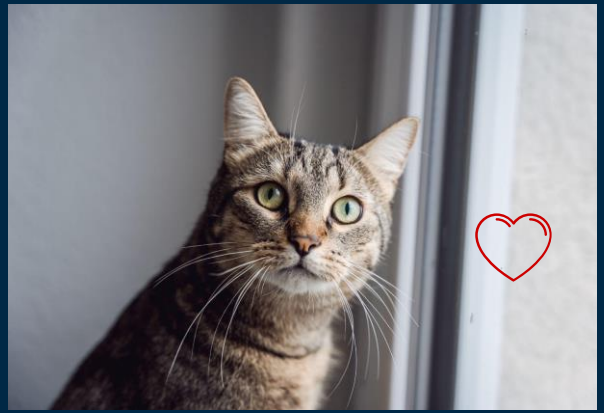


LLM

Writing the perfect description

Images with AI

The best pictures for your campaign

Thank you!

Questions?