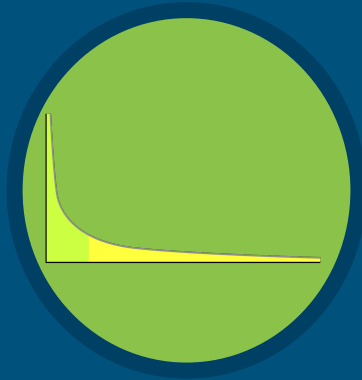# Predicting Crowdfunding Success

Tyler Adams

Crowdfunding

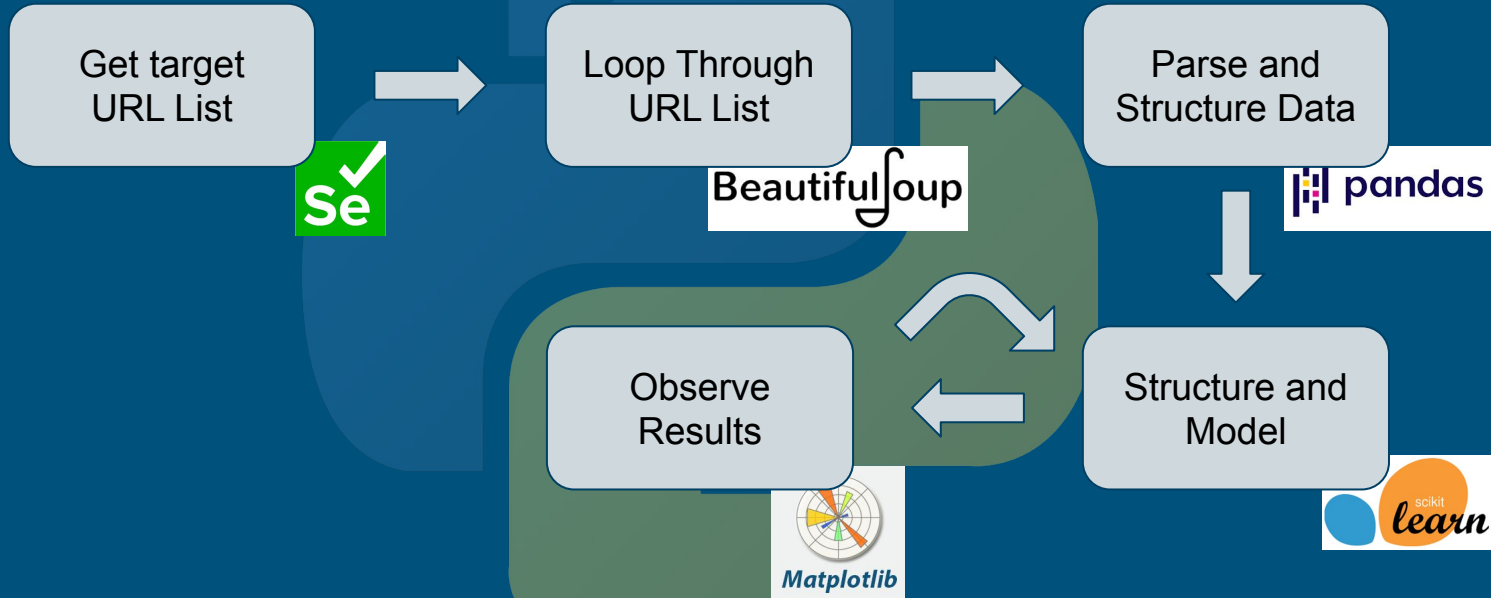Long Tail

Loan
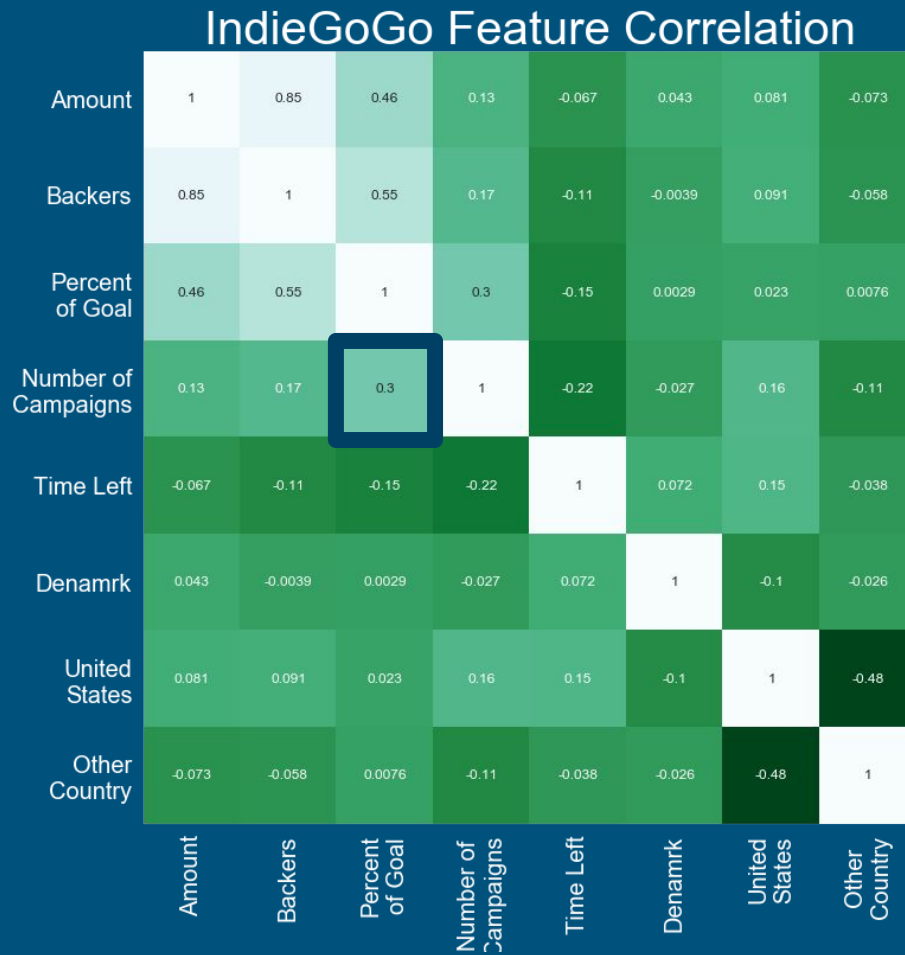
Trust

Methodology and Tools

Get target URL List → Loop Through URL List → Parse and Structure Data

Observe Results → Structure and Model

Selenium

BeautifulSoup

pandas

Matplotlib

scikit learn

Results

n=200

IndieGoGo Feature Correlation

	Amount	Backers	Percent of Goal	Number of Campaigns	Time Left	Denamrk	United States	Other Country
Amount	1	0.85	0.46	0.13	-0.067	0.043	0.081	-0.073
Backers	0.85	1	0.55	0.17	-0.11	-0.0039	0.091	-0.058
Percent of Goal	0.46	0.55	1	0.3	-0.15	0.0029	0.023	0.0076
Number of Campaigns	0.13	0.17	0.3	1	-0.22	-0.027	0.16	-0.11
Time Left	-0.067	-0.11	-0.15	-0.22	1	0.072	0.15	-0.038
Denamrk	0.043	-0.0039	0.0029	-0.027	0.072	1	-0.1	-0.026
United States	0.081	0.091	0.023	0.16	0.15	-0.1	1	-0.48
Other Country	-0.073	-0.058	0.0076	-0.11	-0.038	-0.026	-0.48	1

Results

R^2	~0%
P-value	8.0e-46
F	72.5
n	200

Amount Raised
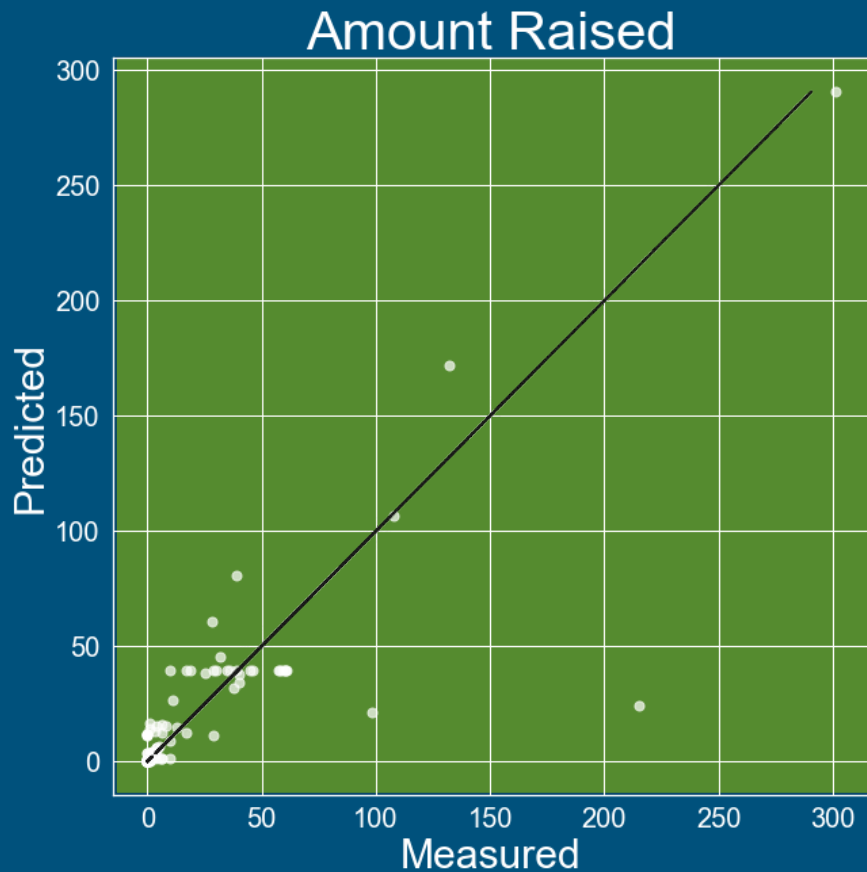
Next Steps

More Data!

- Length of Story
- Count of Perks
- Values of Perks
- Pictures / Videos
- Separate Models
- Project Tags
- Social Media Presence

Takeaway / Thoughts

More backers, more money

High percent, high dollar

Repeat founders get more money

Thank you