

DEAR, GENIE

KICKSTARTER CAMPAIGN SUCCESS
PREDICTION

TANYA TANDON

MOTIVATION

KICKSTARTER TURNS 10

With distances in the world shrinking by the internet, Kickstarter is one of the fastest and easiest ways to kickstart a great idea. This project aligns with Kickstarters mission to "help bring creative projects to life" by predicting if a kickstarter campaign will be successful or not. It will help any and everyone launching a campaign on Kickstarter. Users with failed campaigns can leverage the platform by exploring alternate goals as well as alternate completion dates to understand the tweaks needed for a more likely success.



DEMO

LINK: [HTTP://54.197.70.119:3000](http://54.197.70.119:3000)

DATASET

SOURCE:

[kaggle.com](https://www.kaggle.com/datasets/robertodanieli/indiegogo)

- Data on more than 300,000 projects.

- Campaign Name, Category, Main Category, Backers, Launched Date, Deadline, Pledged,Currency, Country, Goal, State , Usd_goal

- Removed Duration > 100 days

- Removed State : Live, Undefined and suspended

ALGORITHMS

GRADIENT BOOSTING

70.20 %

RANDOM FOREST

67.57 %

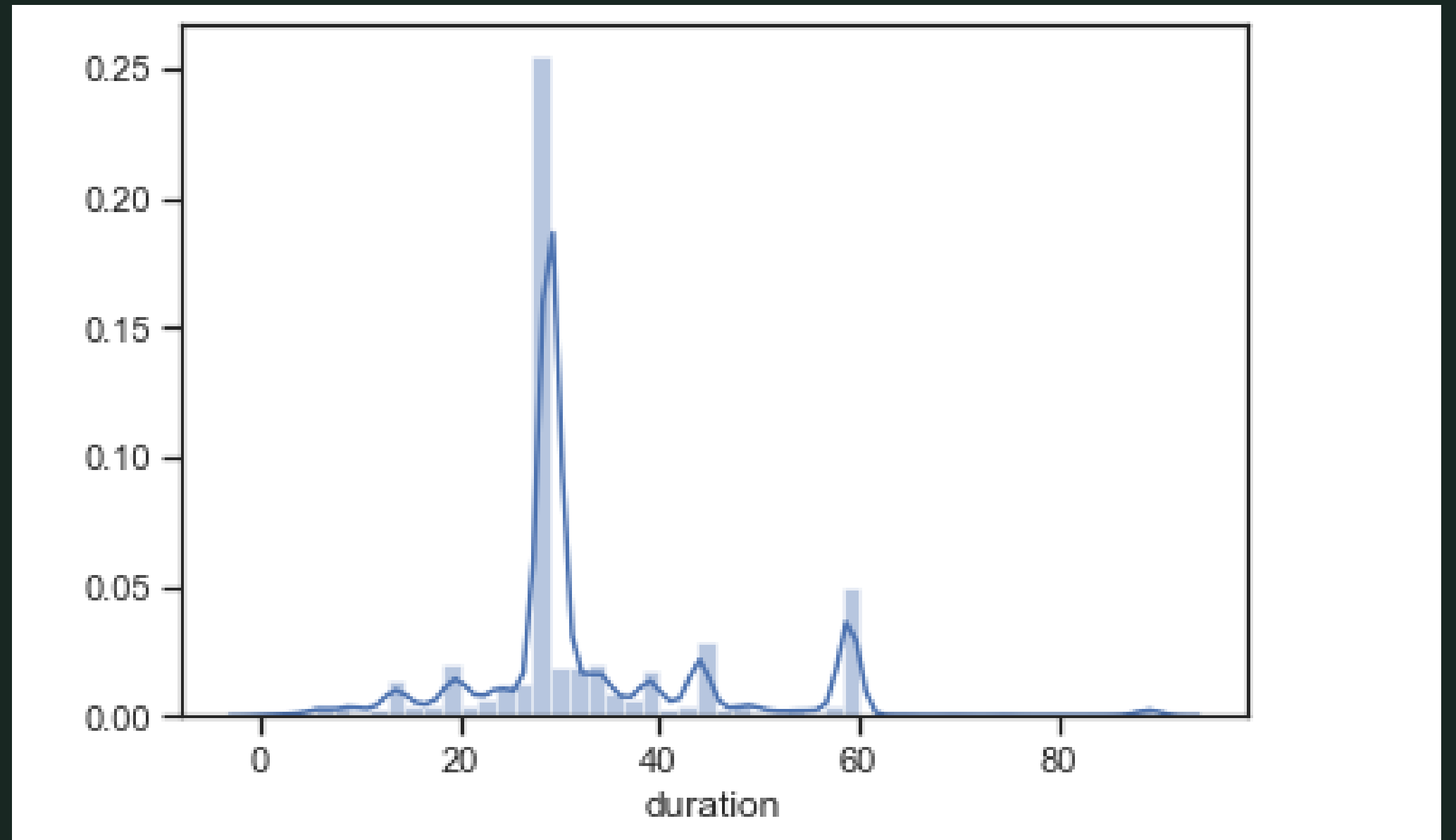
LOGISTIC REGRESSION

64.50 %

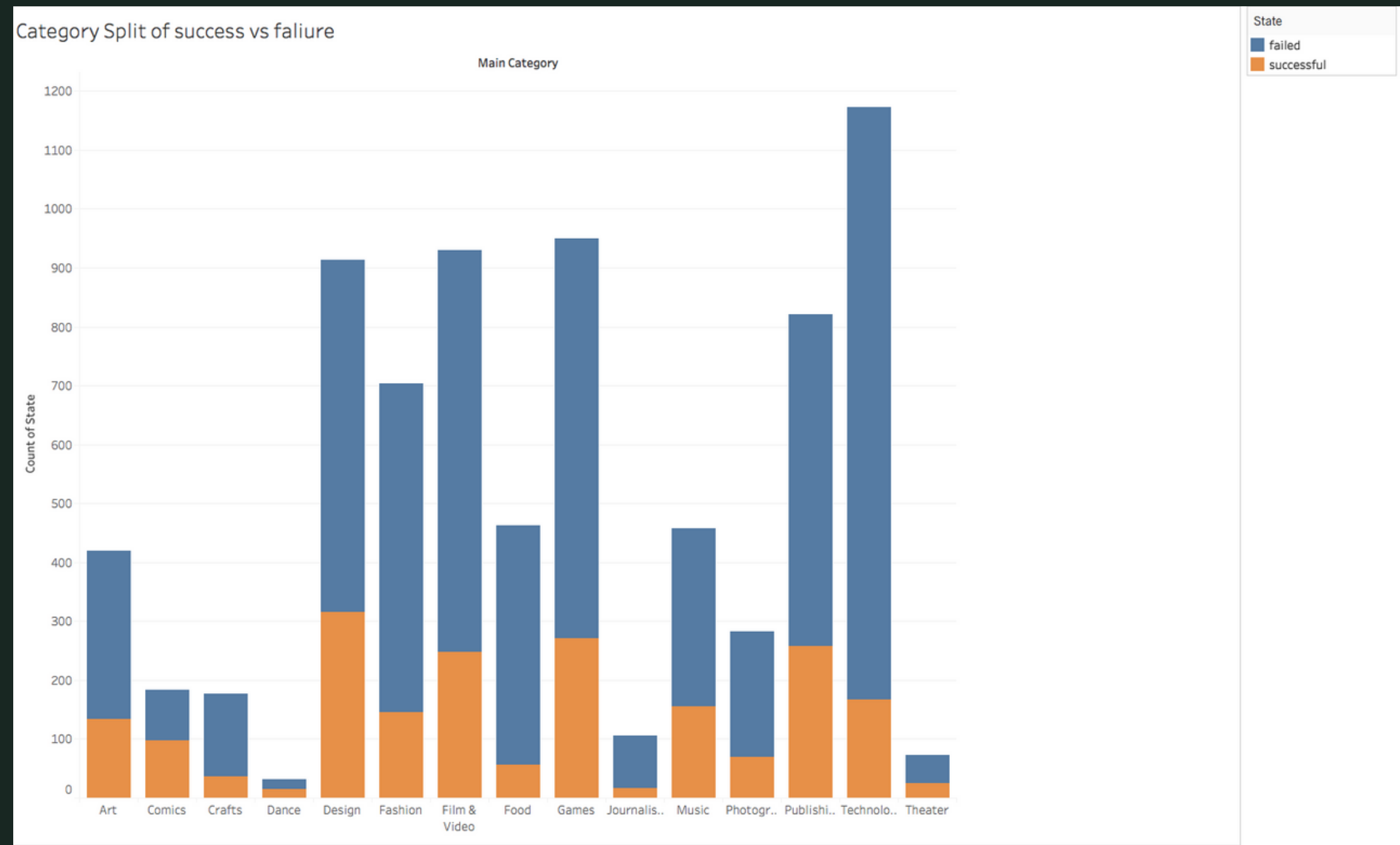
KNN

62.7 %

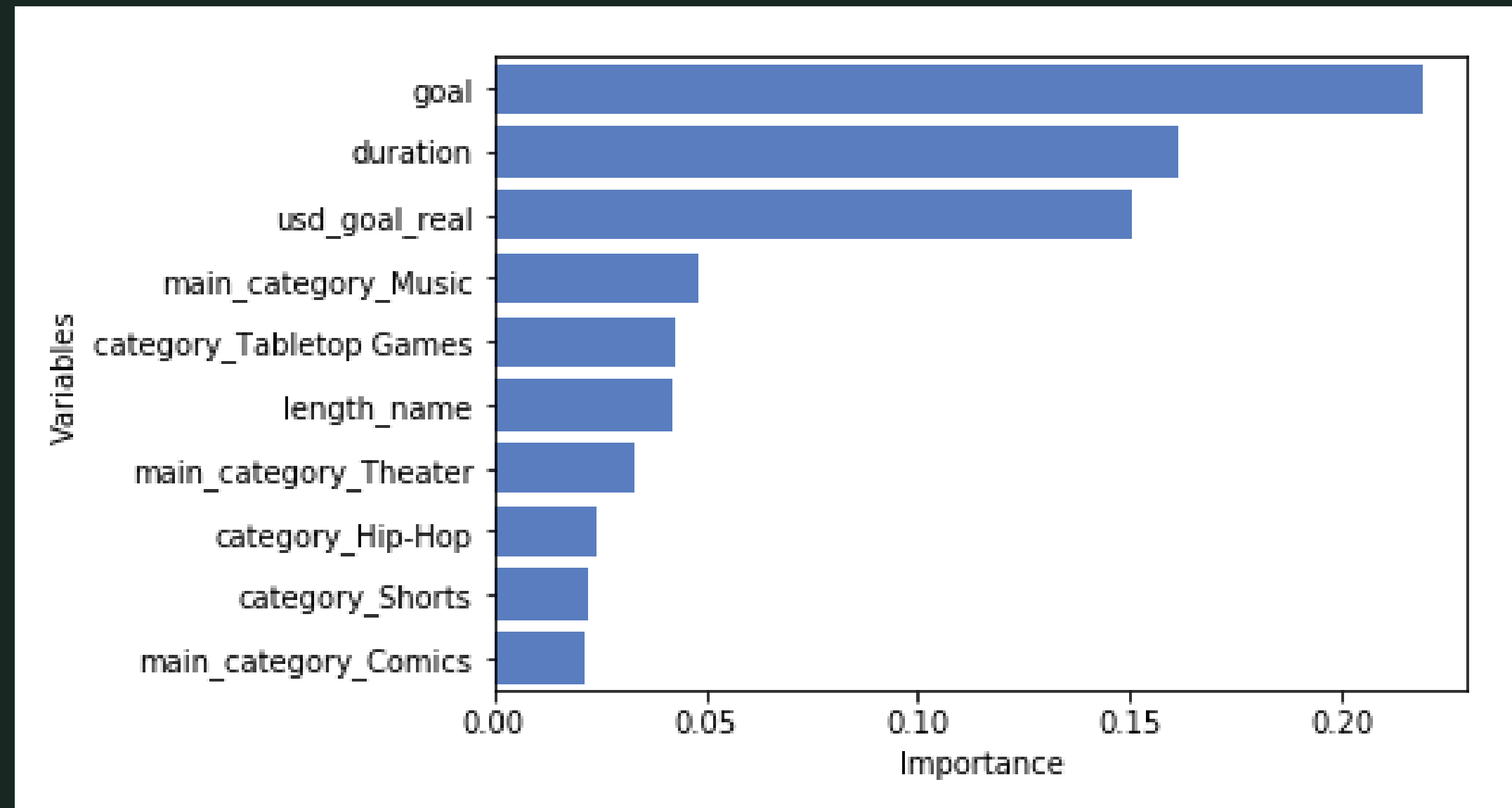
Interesting Insight 1.0



Interesting Insight 2.0



Variable Importance



Thank you so much!

BY

Tanya Tandon

EMAIL ADDRESS

tanyatandon2019@u.northwestern.edu

LINKEDIN

<https://www.linkedin.com/in/tanya-tdon/>

CONNECT
WITH ME