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Campaign Success Predictor

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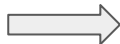
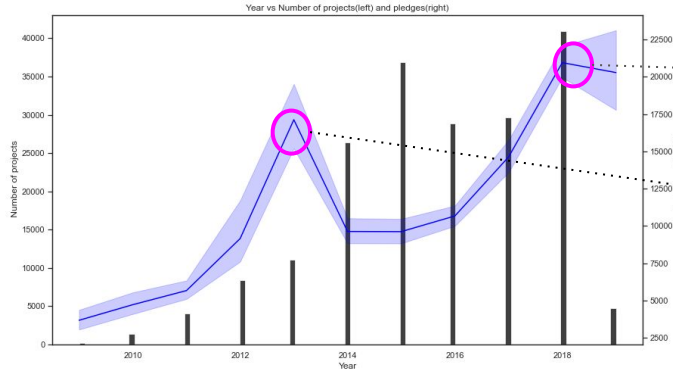# Business Understanding

Situation

- need of a better evaluation

- find a way to support creators
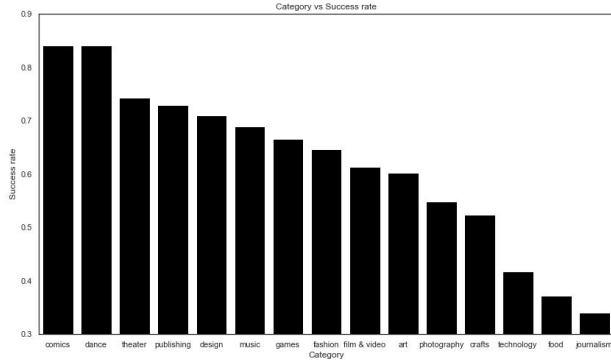
Core Question

- is my campaign going to be successful?

  (classification)

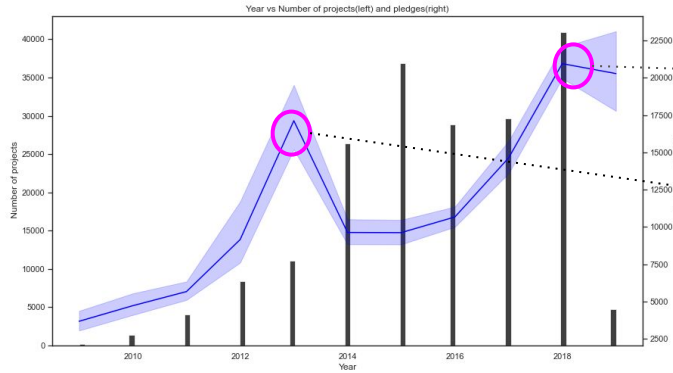- what would be a reasonable goal?

  (regression, out of scope)

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Insights

Peak in pledge amount indicating community is growing more and more

High pledge amount but projects were still low compared to today

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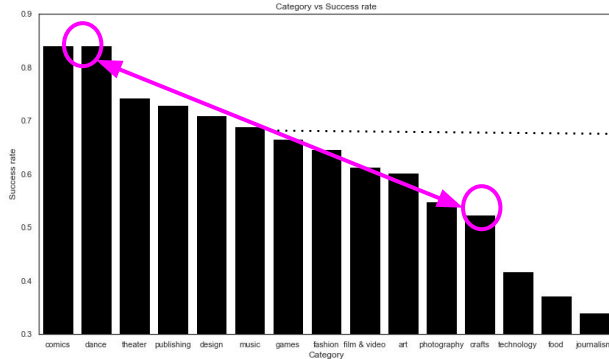
Insights

Year vs Number of projects(left) and pledges(right)

Peak in pledge amount indicating community is growing more and more

High pledge amount but projects were still low compared to today

Category vs Success rate

Success rate varies depending on category

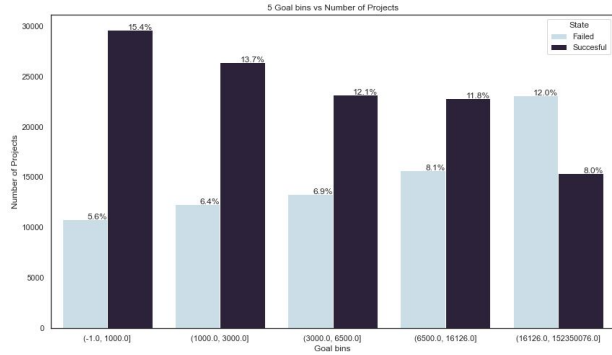best : Comics and Dance
worst : Journalism

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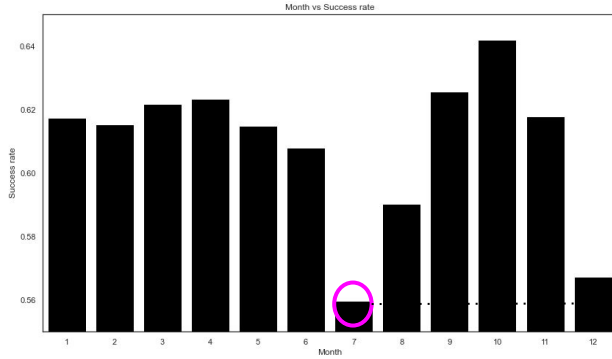
Insights

Holiday effect

July and December are unlucky

Success rate varies depending on goal amount

"the higher the goal, the fewer the success"

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Insights and Data combined in a Machine Learning Model
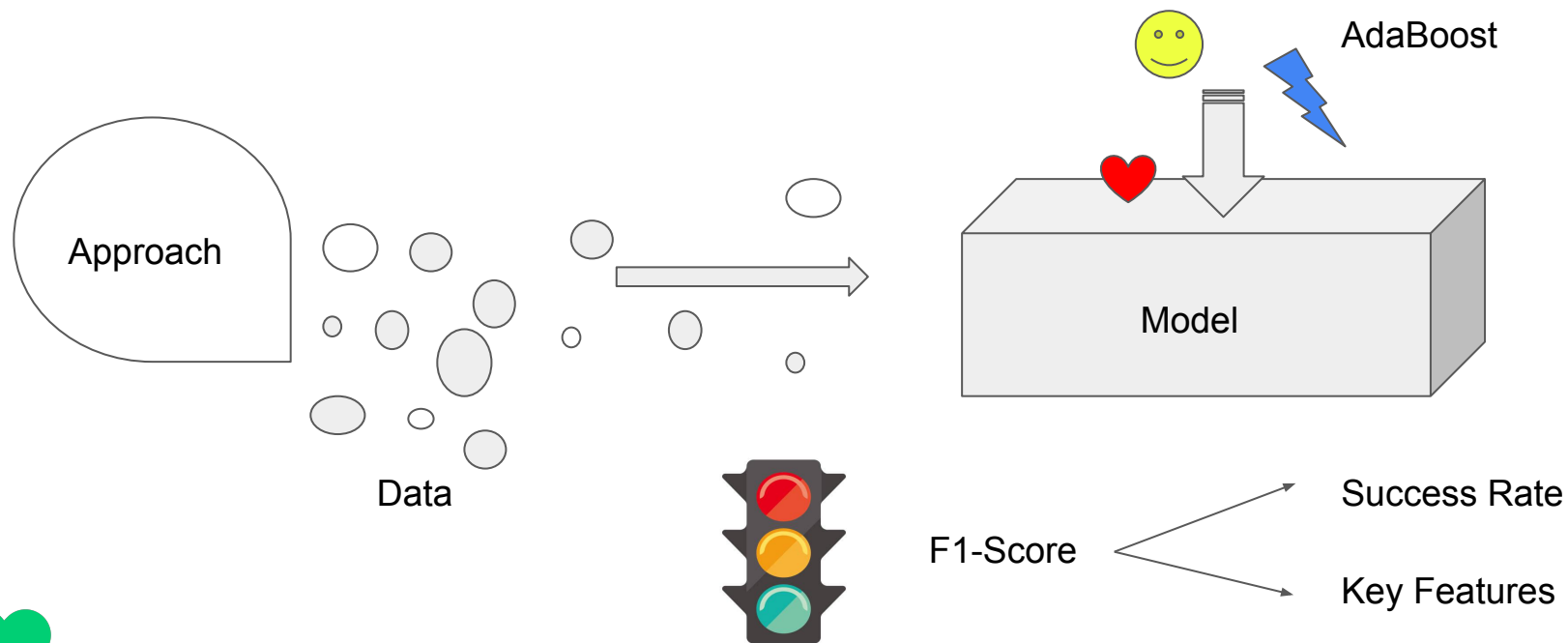
Key Features
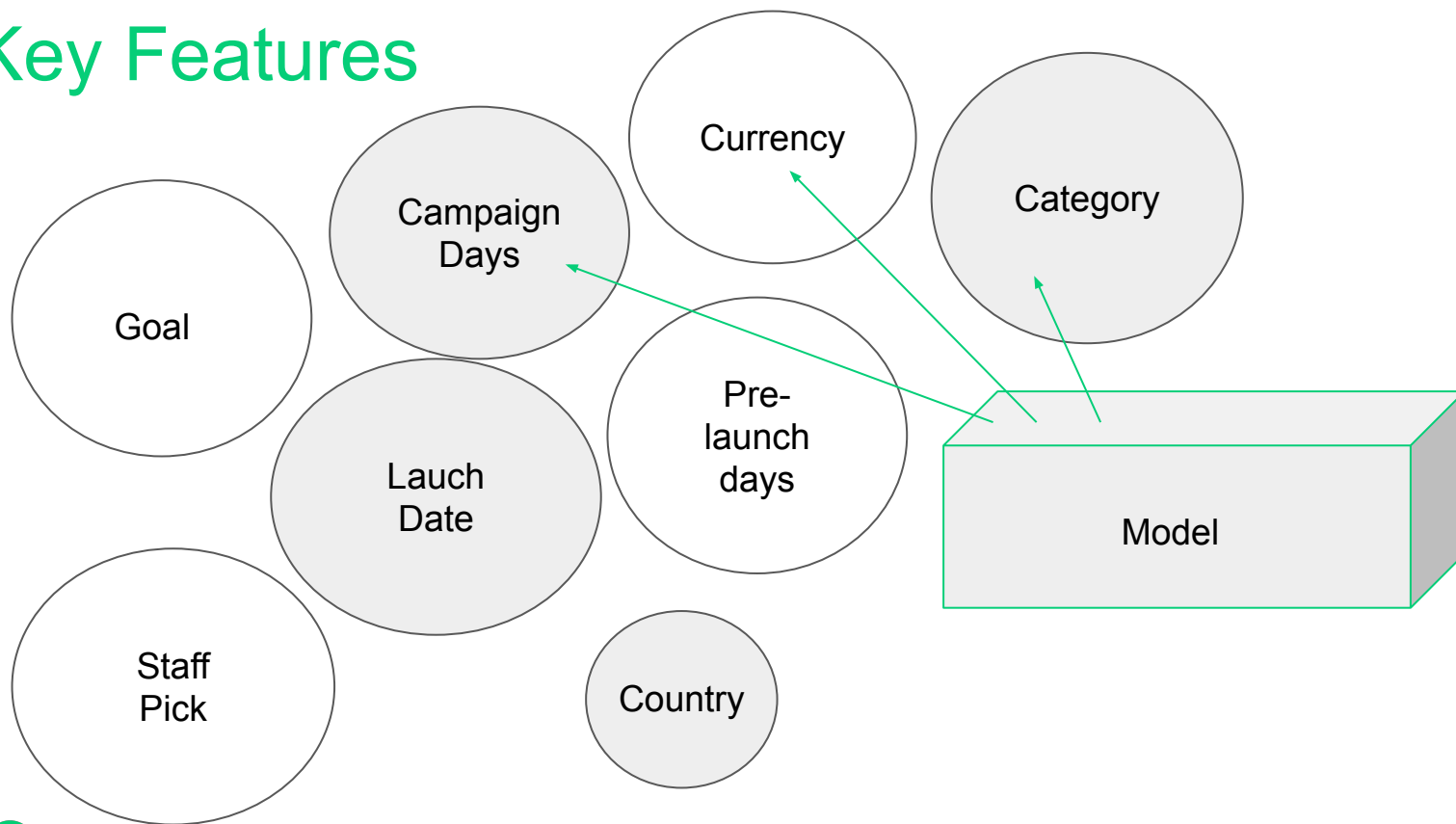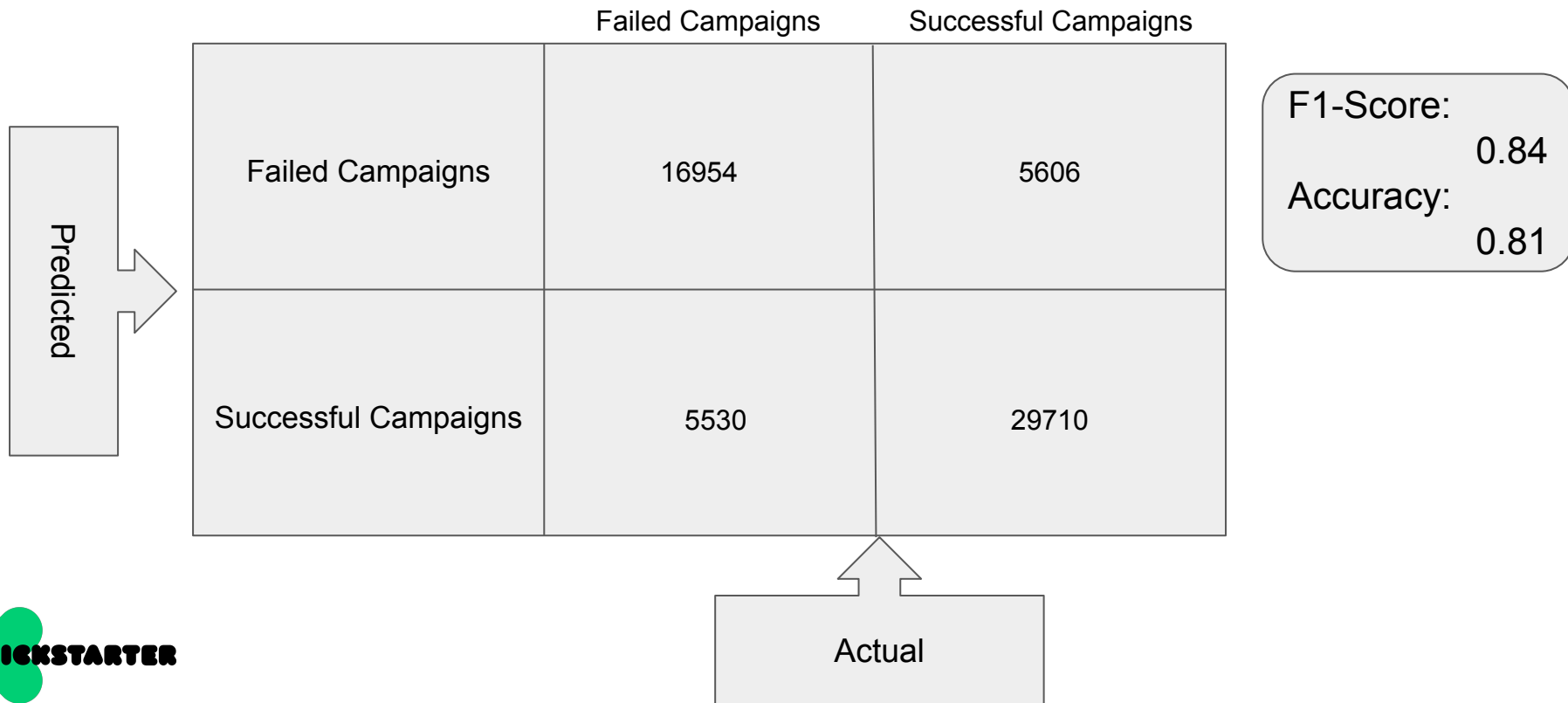
Goal

Campaign Days

Currency

Category

Lauch Date

Pre-launch days

Model

Staff Pick

Country

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Our model is already good at this stage

	Failed Campaigns	Successful Campaigns
Failed Campaigns	16954	5606
Successful Campaigns	5530	29710

Predicted

Actual

F1-Score:
0.84
Accuracy:
0.81

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Our model is already good at this stage

	Failed Campaigns	Successful Campaigns
Failed Campaigns	16954	5606
Successful Campaigns	5530	29710

Predicted →

↑ Actual

F1-Score:
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Accuracy:
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Our model is already good at this stage
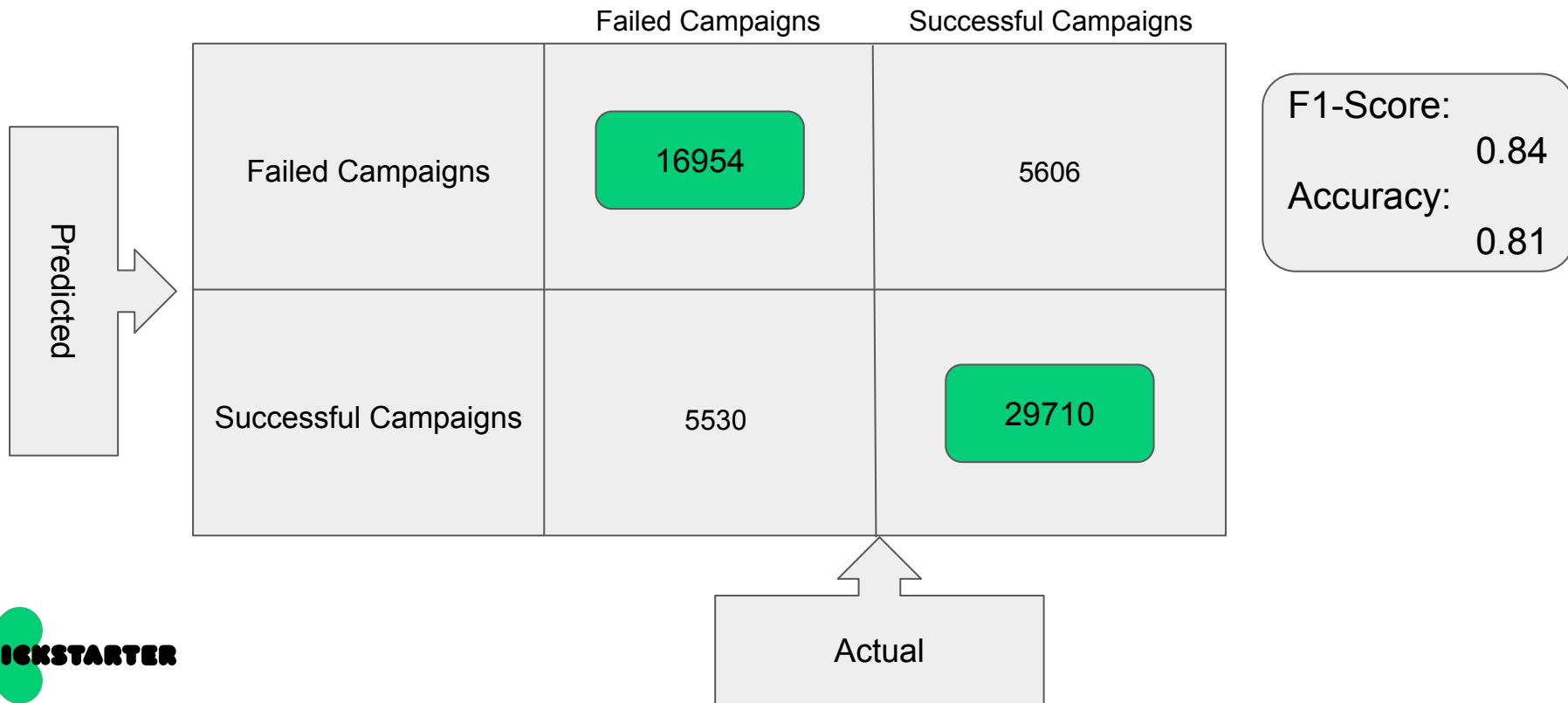
Let's demonstrate this Model

First, let's get you set up.

Pick a project category to connect with a specific community. You can always update this later.

Comics ▾

You're back. This is major.

Next: Project idea

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Let's demonstrate this Model

Last one—set a location for your project.

Pick your country of legal residence if you're raising funds as an individual.
If you're raising funds for a business or nonprofit, select the country where
the entity's tax ID is registered.

Canada ▼

ⓘ Who's eligible to run a Kickstarter project?

✓ I am at least 18 years old.

✓ I can verify an address and bank account in Canada.

✓ I can verify a government issued ID.

✓ I have a debit and/or credit card.

← Project idea   Continue

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Let's demonstrate this Model

Funding goal

Set an achievable goal that covers what you need to complete your project.

Funding is all-or-nothing. If you don't meet your goal, you won't receive any money.

Goal amount

| € | 50000 |

Oh wow! You sure about that?

🧮 Use our calculator to estimate total costs, including taxes and fees.

📈 Learn about global supply chain issues and shipping delays, which may affect your project's funding goal.

Target launch date (optional)

We'll provide you with recommendations on when to complete steps that may take a few days to process. You can edit this date up until the moment you launch your project, which must always be done manually.

| Day | Month | Year |
| 1 | 7 | 2022 | 📅 |

Our fortune teller says you can reach more people with a different date.

We estimate you'll have enough time if you:

• Confirm your identity and provide payment details by Mar 22, 2022

• Submit your project for review by Mar 25, 2022

♀ Setting a target date won't automatically launch your project.

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Let's demonstrate this Model

Funding goal

Set an achievable goal that covers what you need to complete your project.

Funding is all-or-nothing. If you don't meet your goal, you won't receive any money.

Goal amount

| € | 10000 | This looks reasonable for your project |

Use our calculator to estimate total costs, including taxes and fees.

Learn about global supply chain issues and shipping delays, which may affect your project's funding goal.

Target launch date (optional)

We'll provide you with recommendations on when to complete steps that may take a few days to process. You can edit this date up until the moment you launch your project, which must always be done manually.

Day	Month	Year	
1	4	2022	your chance looks not that bad

We estimate you'll have enough time if you:

• Confirm your identity and provide payment details by Mar 22, 2022

• Submit your project for review by Mar 25, 2022

♀ Setting a target date won't automatically launch your project.

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Let's demonstrate this Model

Your result:

65 %

SUCCESS!

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01 Background

02 Findings

03 Outlook

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Outlook

Creating a build in web application

What is Our goal recommendation?

Improving our model with more data

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Outlook

Creating a build in web application

What is Our goal recommendation?

Improving our model with more data

Goal amount

€ | Our *"Recommended Goal"* would be 50000

Use our calculator to estimate total costs, including taxes and fees.

Learn about global supply chain issues and shipping delays, which may affect your project's funding goal.

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Outlook

Creating a build in web application

What is Our goal recommendation?

Improving our model with more data

What makes a successful Project?

What is not in our Data?

Frosthaven

12.969.608 $
finanziert von 500.000 $
Zielbetrag

Team-Favoriten · Lafayette, IN · Brettspiele

83.193
Unterstützer

KICKSTARTER

Outlook

Creating a build in web application

What is Our goal recommendation?

Improving our model with more data

Project Teaser

Frosthaven

12.969.608 $
finanziert von 500.000 $
Zielbetrag

Team-Favoriten   Lafayette, IN   Brettspiele

83.193
Unterstützer

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Outlook

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Pledge Tiers

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Outlook

Creating a build in web application

What is Our goal recommendation?

Improving our model with more data

Stretch Goals

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Outlook

Creating a build in web application

What is Our goal recommendation?

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Social Media