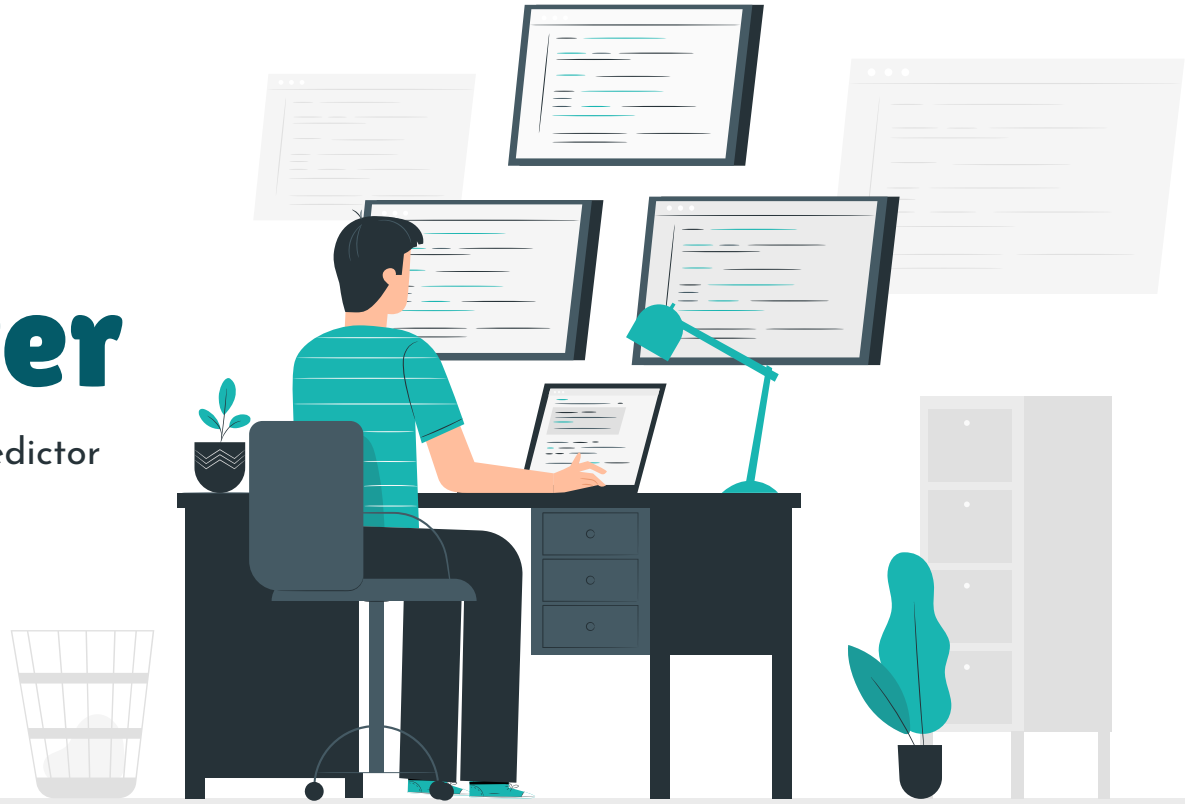
Kickstarter

Campaign Success Predictor



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01 About the Project

Platform

Kickstarter

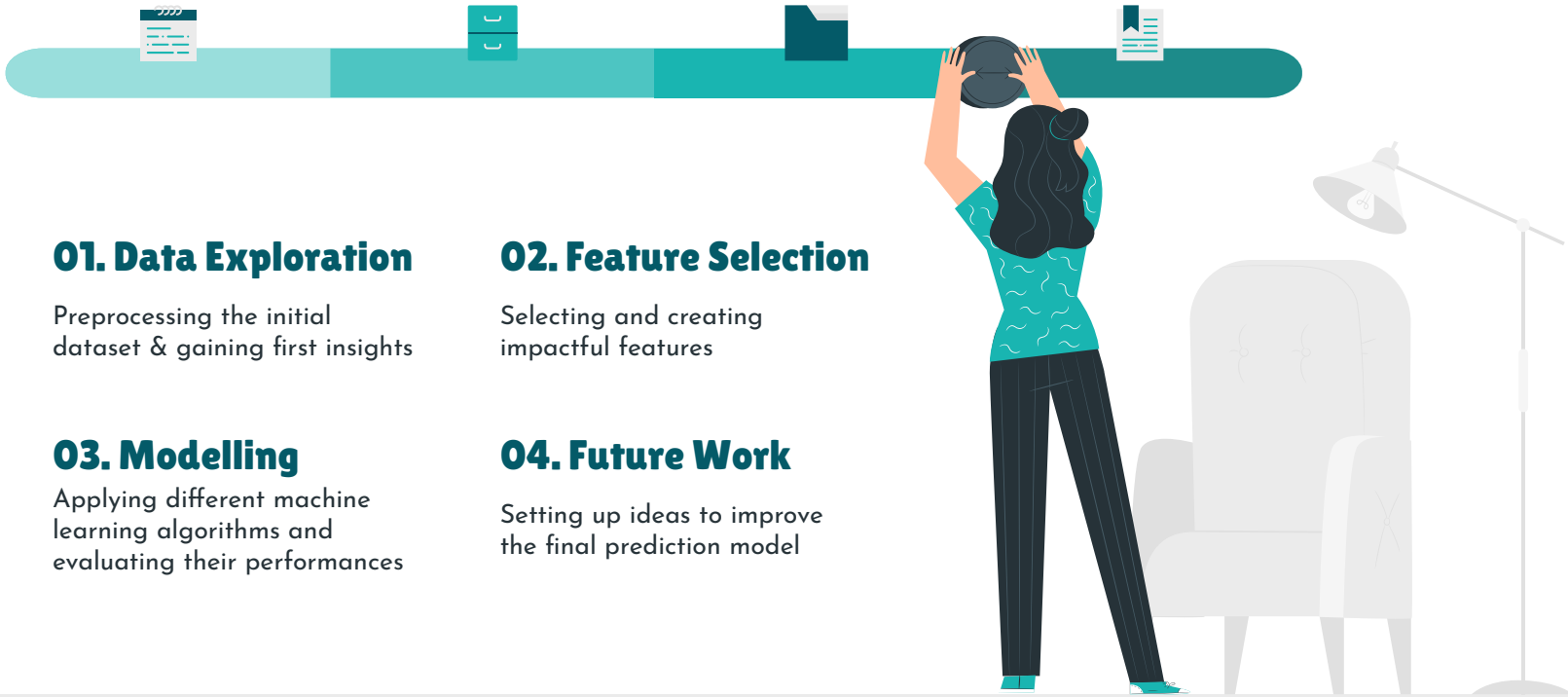
Creator's question:

Will my funding campaign be successful?

Investor's questions:

Should I invest?
How can I tell, if the funding campaign will be successful?

01 About the Project – Stages



01. Data Exploration

Preprocessing the initial dataset & gaining first insights

02. Feature Selection

Selecting and creating impactful features

03. Modelling

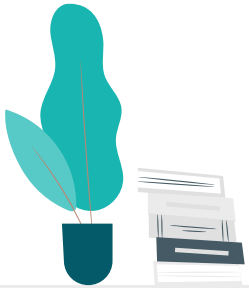
Applying different machine learning algorithms and evaluating their performances

04. Future Work

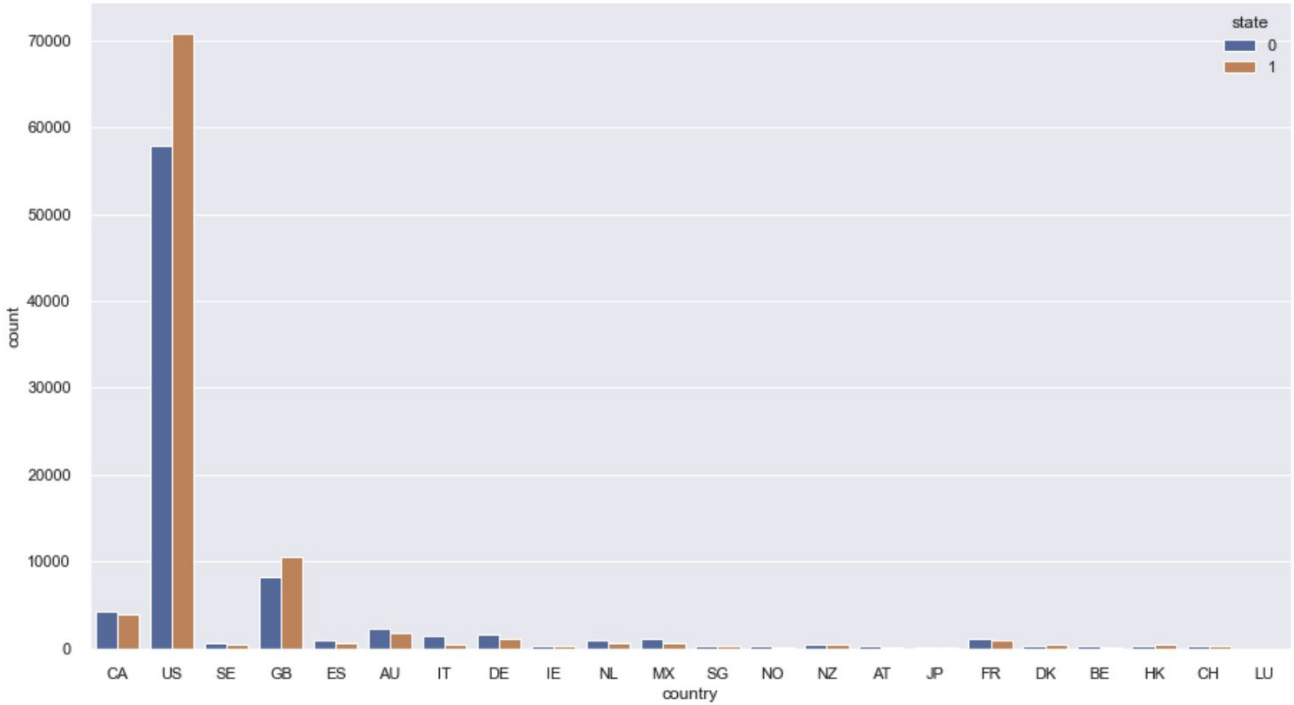
Setting up ideas to improve the final prediction model

02 Major Findings

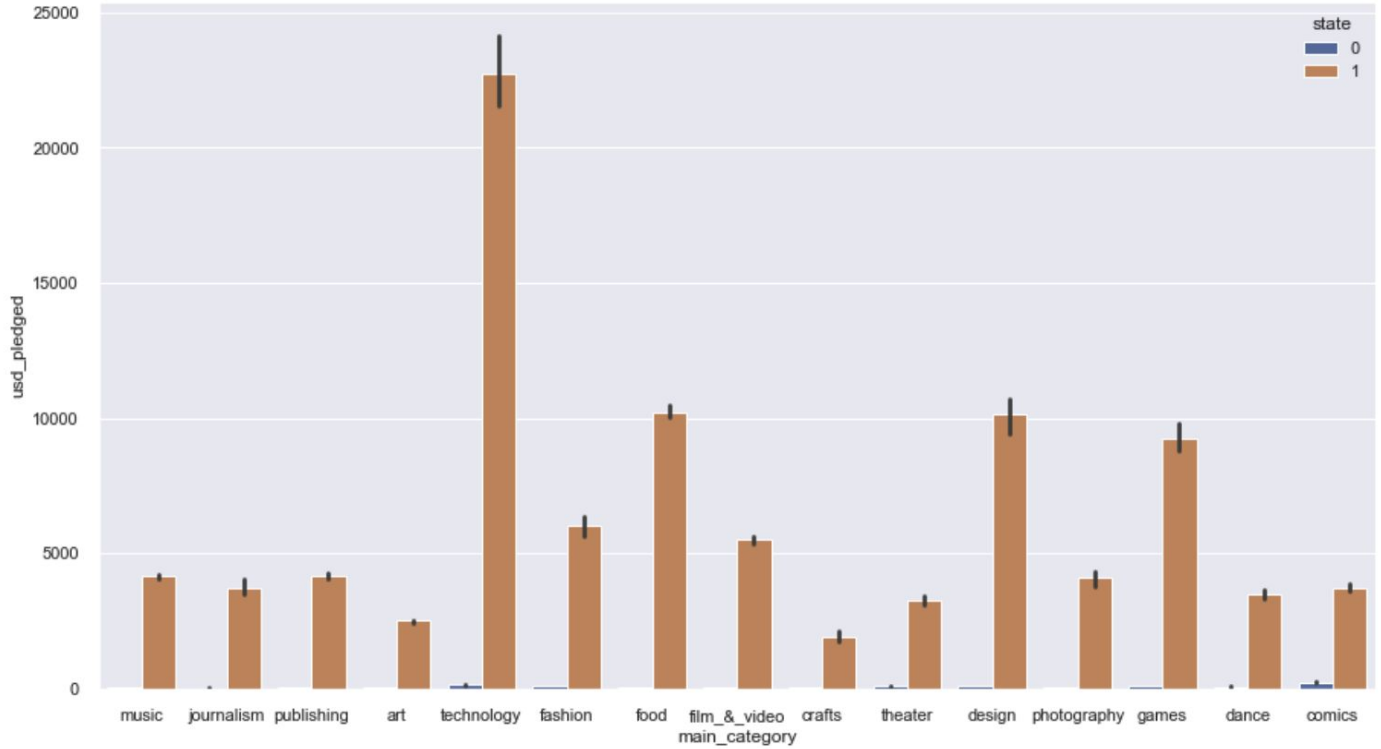
- Countries with most projects
- Categories with most invested money
- Most successful categories



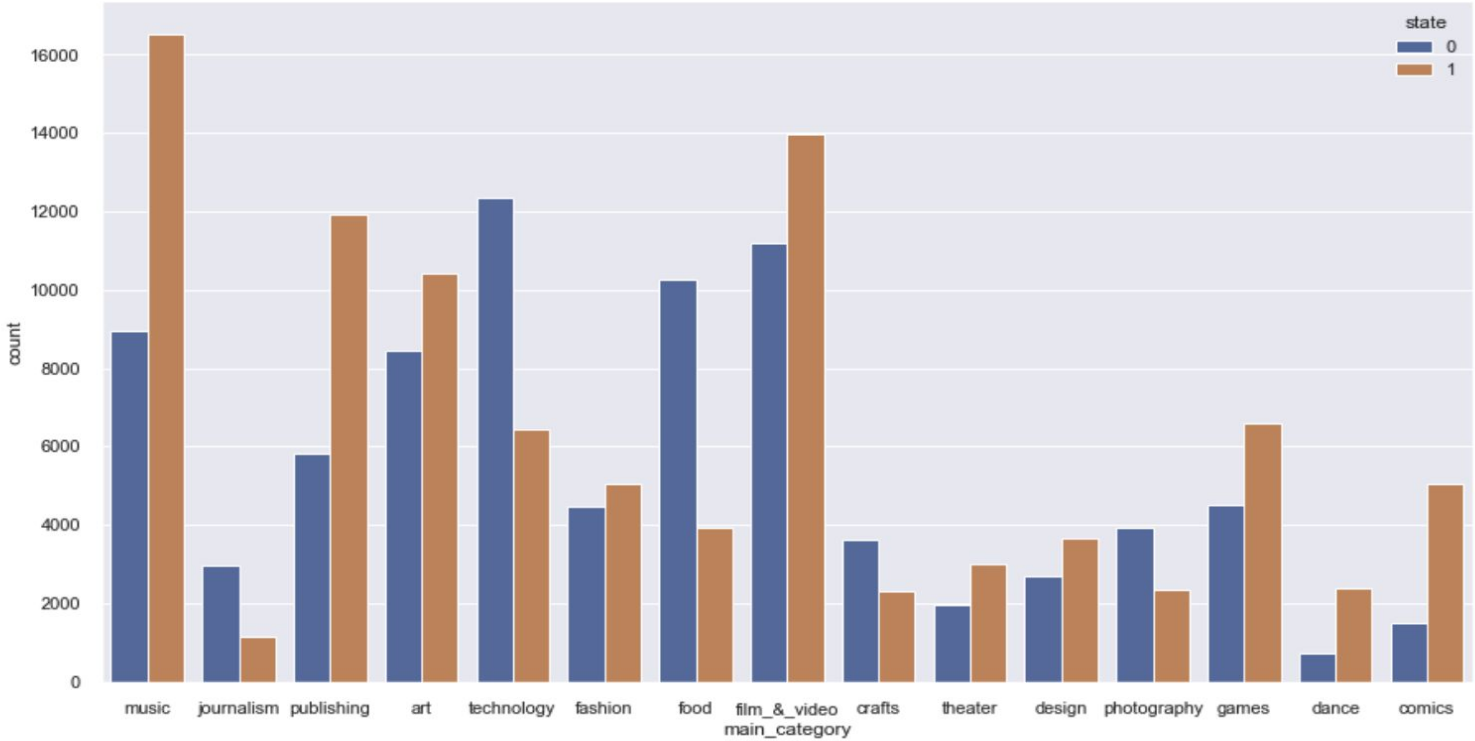
02 Major Findings – Countries with most projects



02 Major Findings – Categories with most invested money



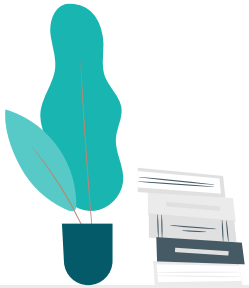
02 Major Findings – Most successful categories



03 Our Model

- Goal:
  - Predicting successful models with high precision
  - Overall accuracy should not be neglected

- Tested algorithms:
  - Random Forest Classifier
  - Logistic Regression
  - Support Vector Classifier

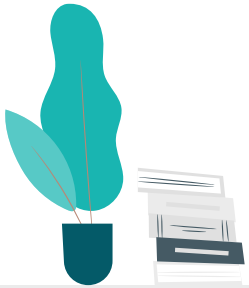


03 Our Model

Most successful predictor

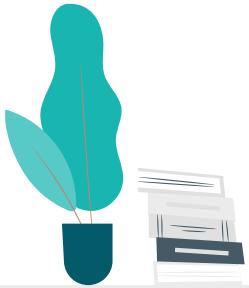
Tuned Random Forest Classifier

- Precision 90%
- Accuracy 80%
- F1-Score 86.51%



04 Future Work

- Implementing ensemble methods
- Further improvement of precision without losing accuracy
  - Maybe by finding new features like success rate of creator on past projects



THANKS

Do you have any questions?