

KICKSTARTER PROJECT SUCCESS

by Vivika Wilde & Sebastian Fuhrer

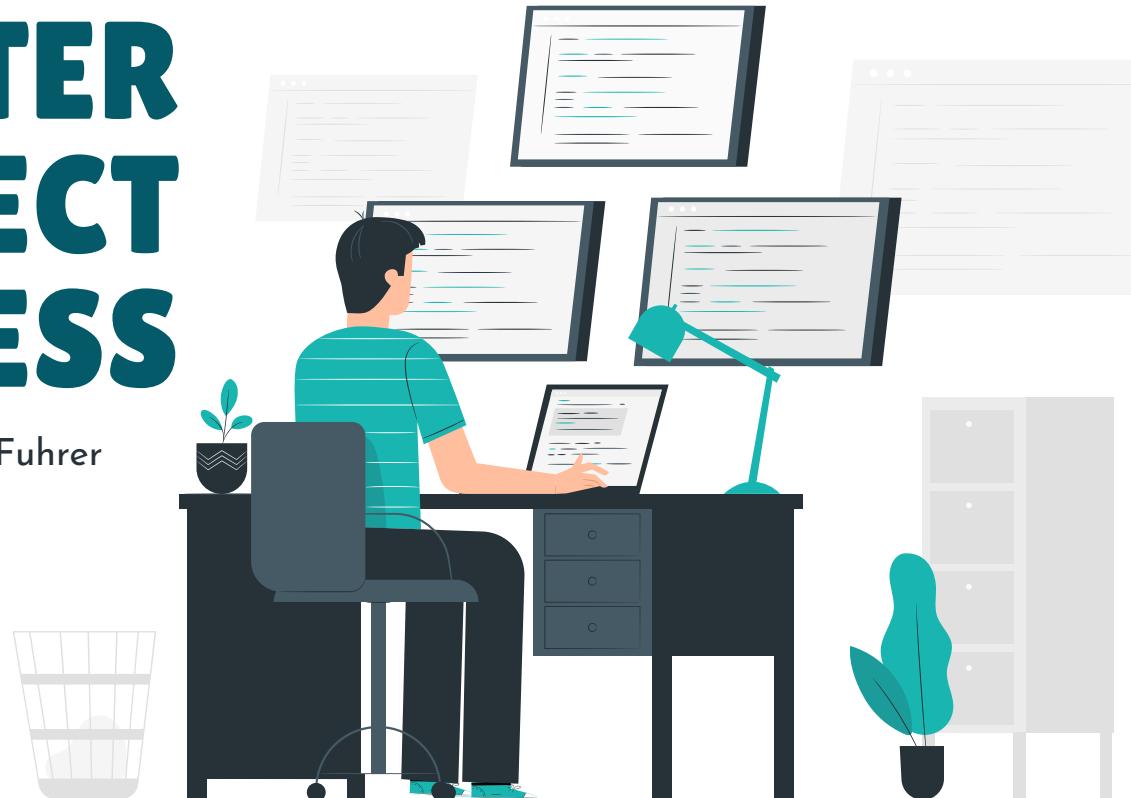


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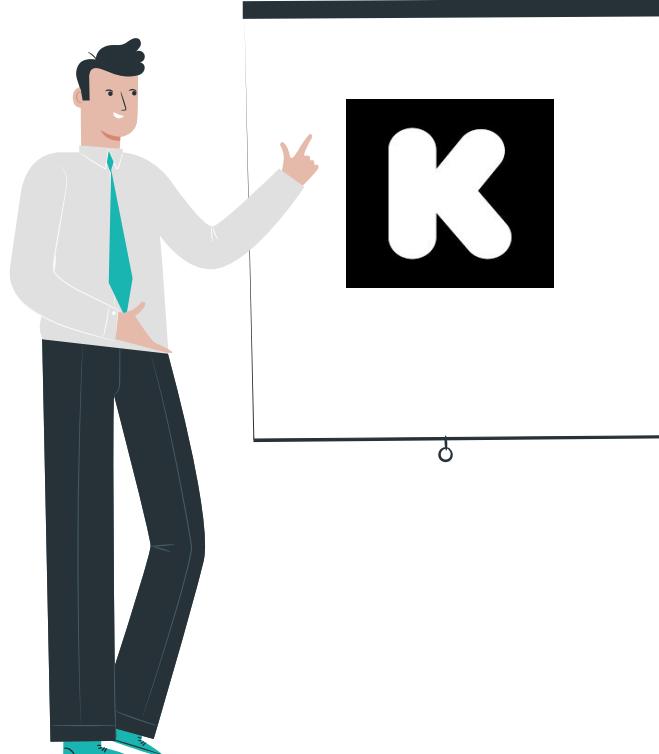
Confusing confusion matrix

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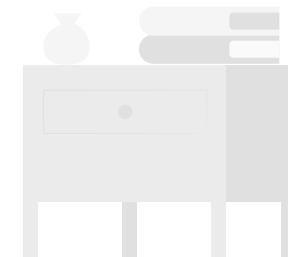
How we will get even better!

06



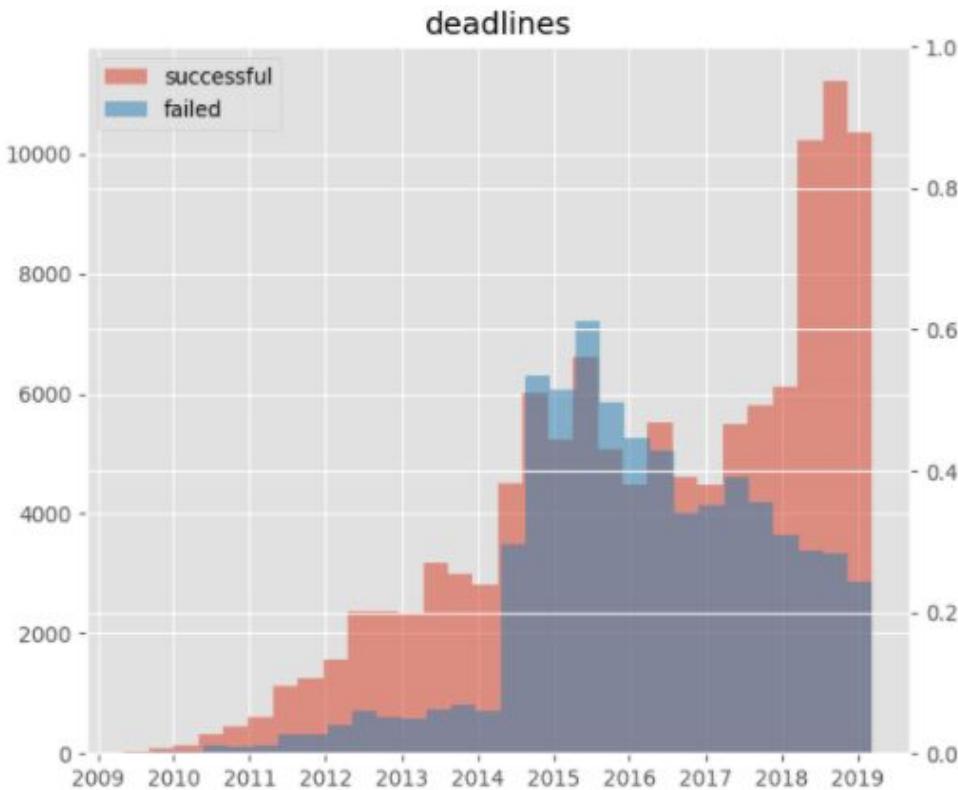
Kickstarter

Kickstarter, founded in 2009, is one particularly well-known and popular crowdfunding platform. It has an all-or-nothing funding model, whereby a project is only funded if it meets its goal amount; otherwise no money is given by backers to a project.



Kickstarter then and now

- Start in 2009
- By 2014, most of the projects were successfully funded
- In the period from mid-2014 to mid-2017 the number of successful and failed projects is almost the same
- Kickstarter grew from a few projects in 2009 to over 12,000 projects in 2019
- From 2018 to 2019 the successful funded projects increase and the failed decrease



Five states of funding



Successful

The project was successfully funded



canceled

The project was canceled before funding was available



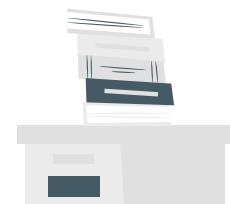
Failed

Funding has failed



Live

The project is still on track



suspended

something went wrong

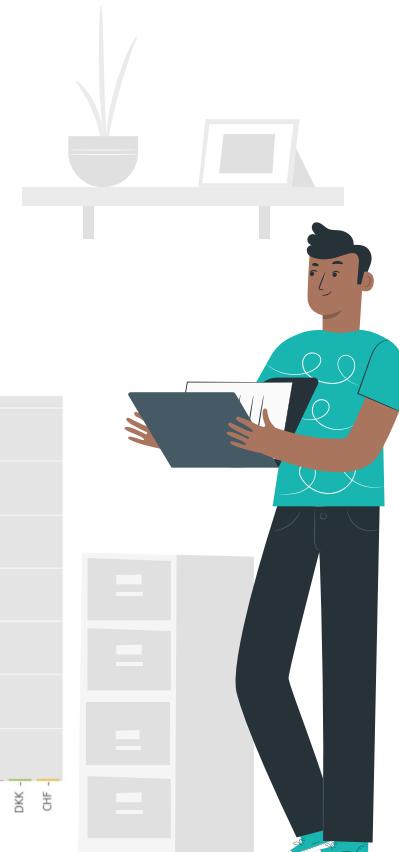
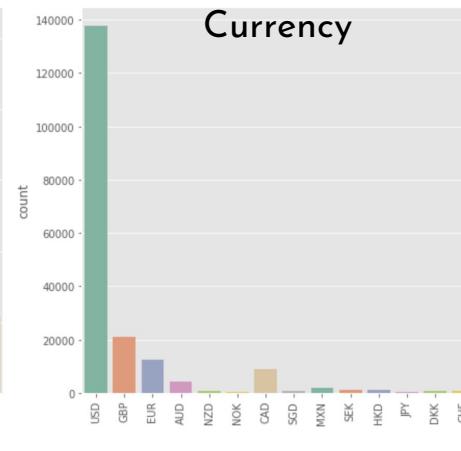
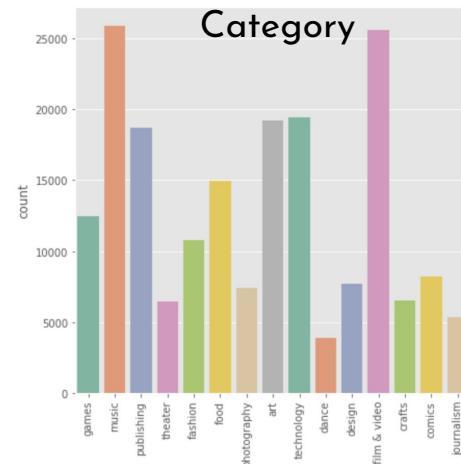
State frequencies

- The occurrence of live, canceled and suspended is neglectable
- Our analysis focuses on success or failure



Success determinants

- Category
- Country
- Currency
- Marketing & Running time

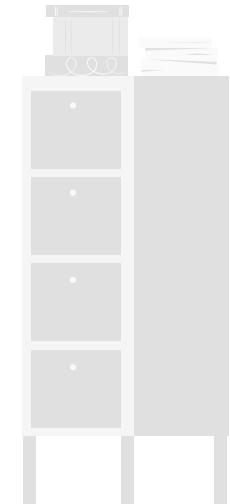


Models

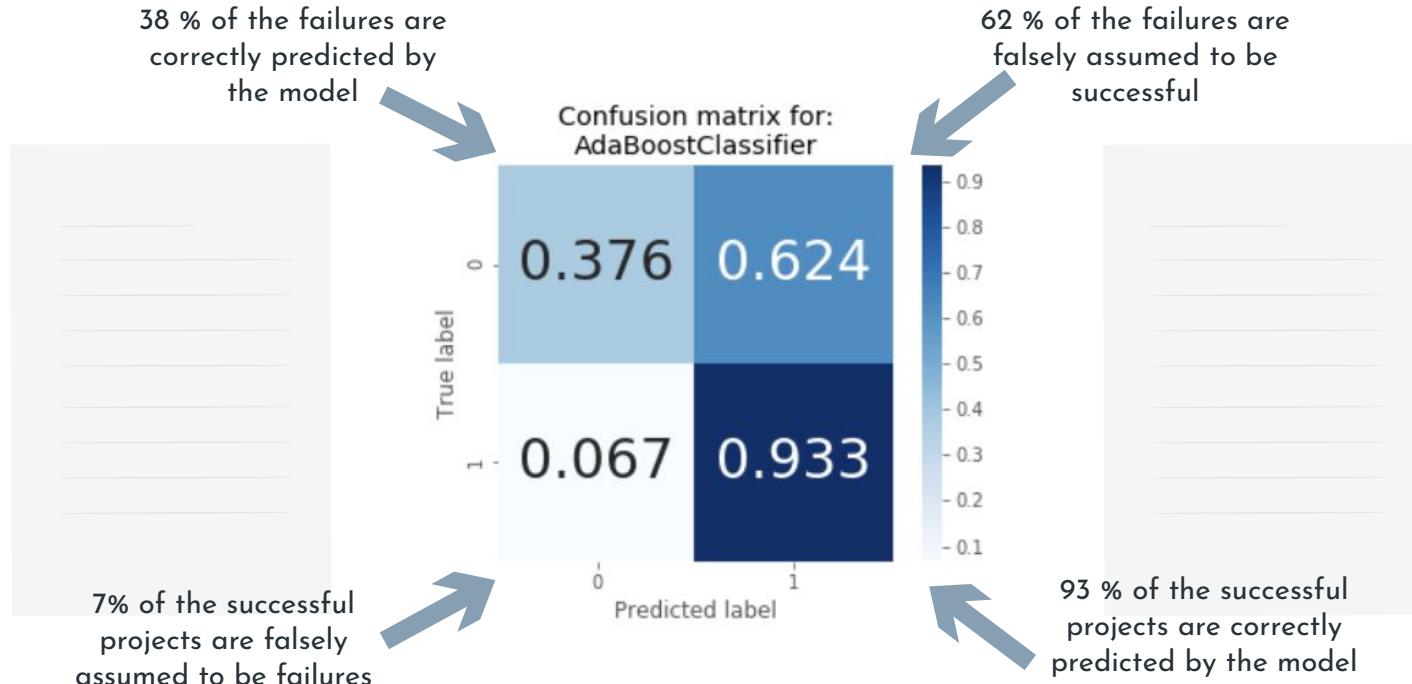


- Logistic Regression
- Decision Tree
- Random Forest
- XGBoost
- AdaBoost

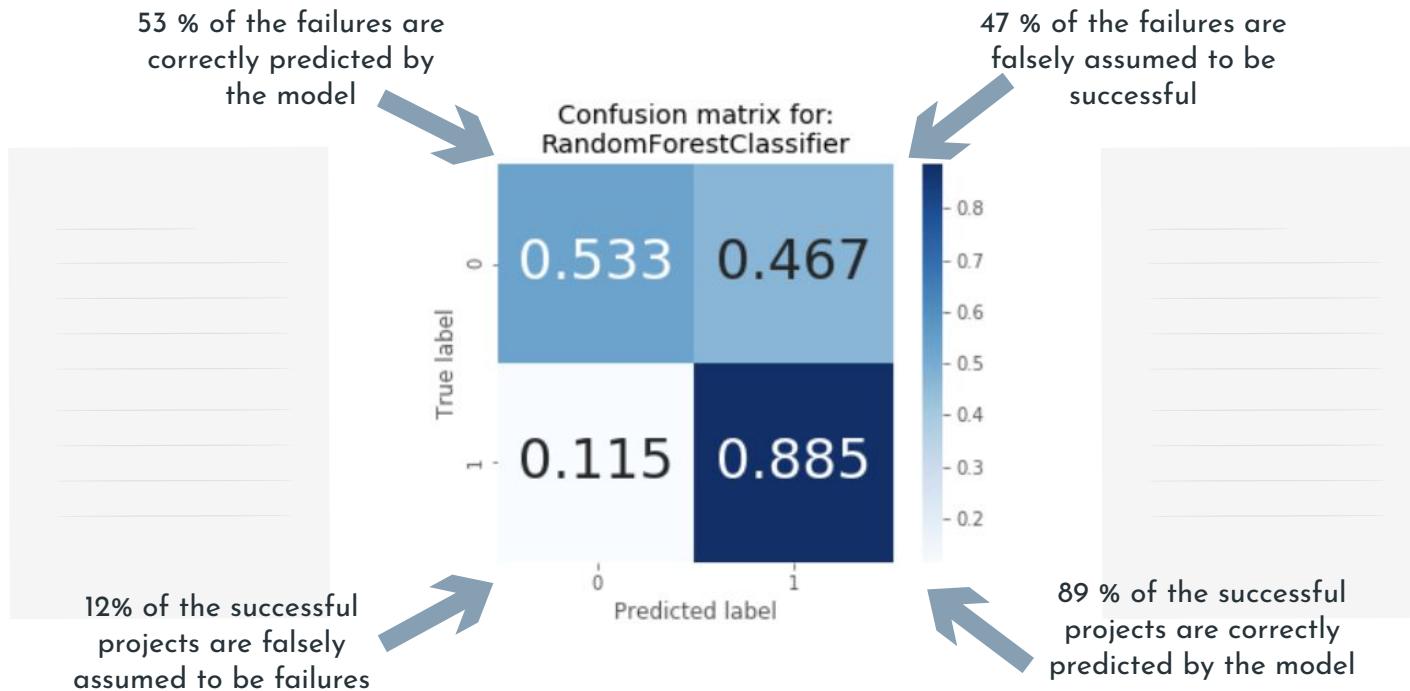
	Model	Accuracy	Recall	Precision
0	logreg	0.72	0.86	0.73
1	tree	0.68	0.85	0.69
2	forest	0.77	0.87	0.78
3	XGB	0.75	0.88	0.75
4	AdaBoost	0.75	0.85	0.76



Predictions

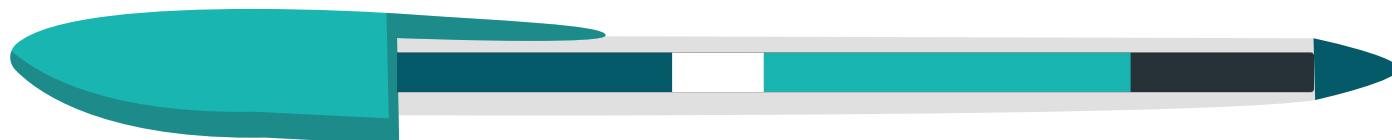


Predictions



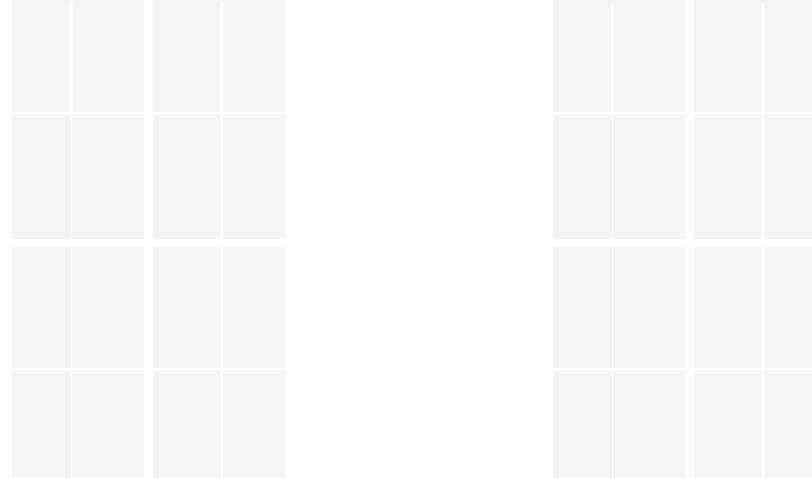
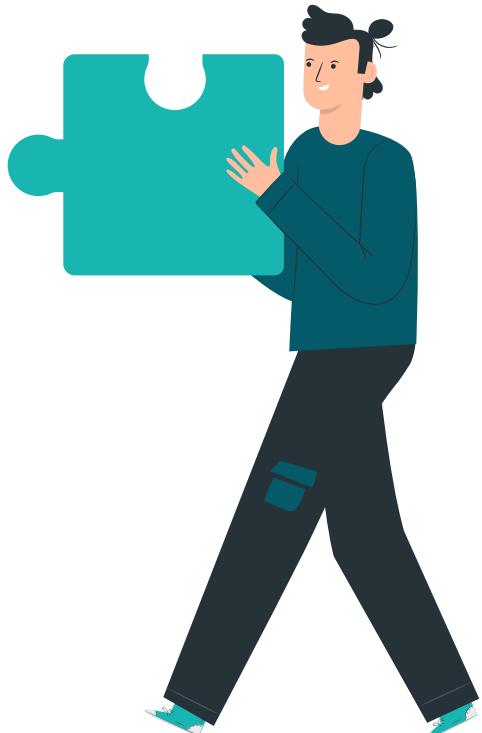
Live Projects

blurb_length	category	country	currency	fx_dif	marketing_time	name_length	running_time	usd_goal	staff_pick	prediction
13	fashion	US	USD	0.00	6764170	24	4316400	28000.00	False	0
130	technology	US	USD	0.00	916312	16	4314846	10000.00	False	1
131	art	GB	GBP	0.33	553003	20	2592000	26319.91	False	0
112	design	US	USD	0.00	1054175	38	2592000	15000.00	False	1
50	film & video	US	USD	0.00	1621665	32	2588400	1000.00	False	1



\$35,233,796

... of funding will be made available for projects that are live right now.



- Further features
- Predict payout amount
- Feature importances & automatic feature selection

FUTURE WORK



**Thank you for
your attention**



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Sebastian Fuhrer fuehrer_sebastian@web.de

ABOUT THE PROJECT

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury



blurb_length	category	country	currency	fx_dif	marketing_time	name_length	running_time	usd_goal	staff_pick	prediction
13	fashion	US	USD	0.00	6764170	24	4316400	28000.00	False	
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112	design	US	USD	0.00	1054175	38	2592000	15000.00	False	
50	film & video	US	USD	0.00	1621665	32	2588400	1000.00	False	



- The model accurately predicts the projects that have been successfully funded

NOW



MAJOR REQUIREMENTS

01



Venus

Venus has a beautiful name, but it's terribly hot

02



Mars

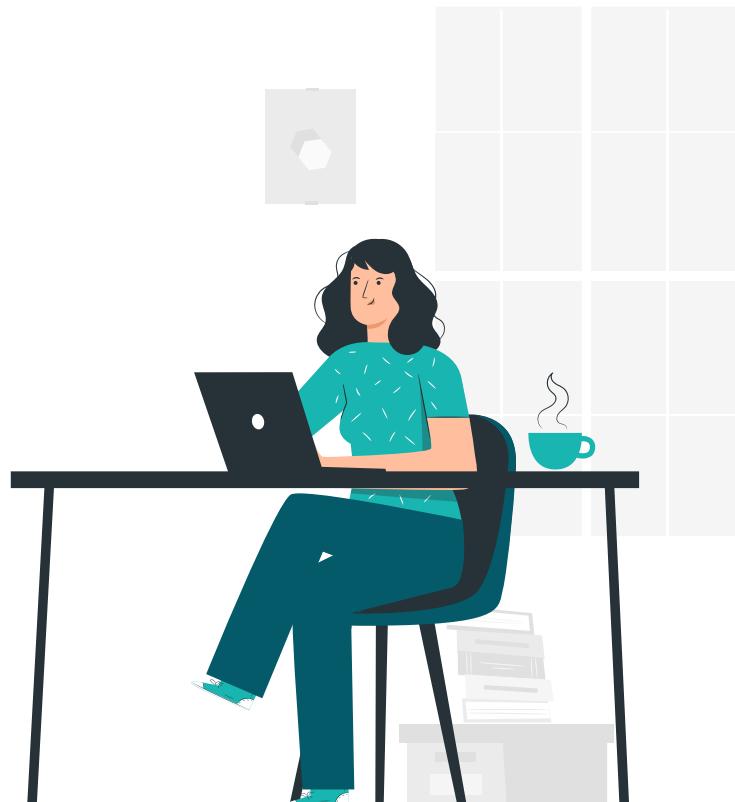
Despite being red, Mars is actually a cold place

03

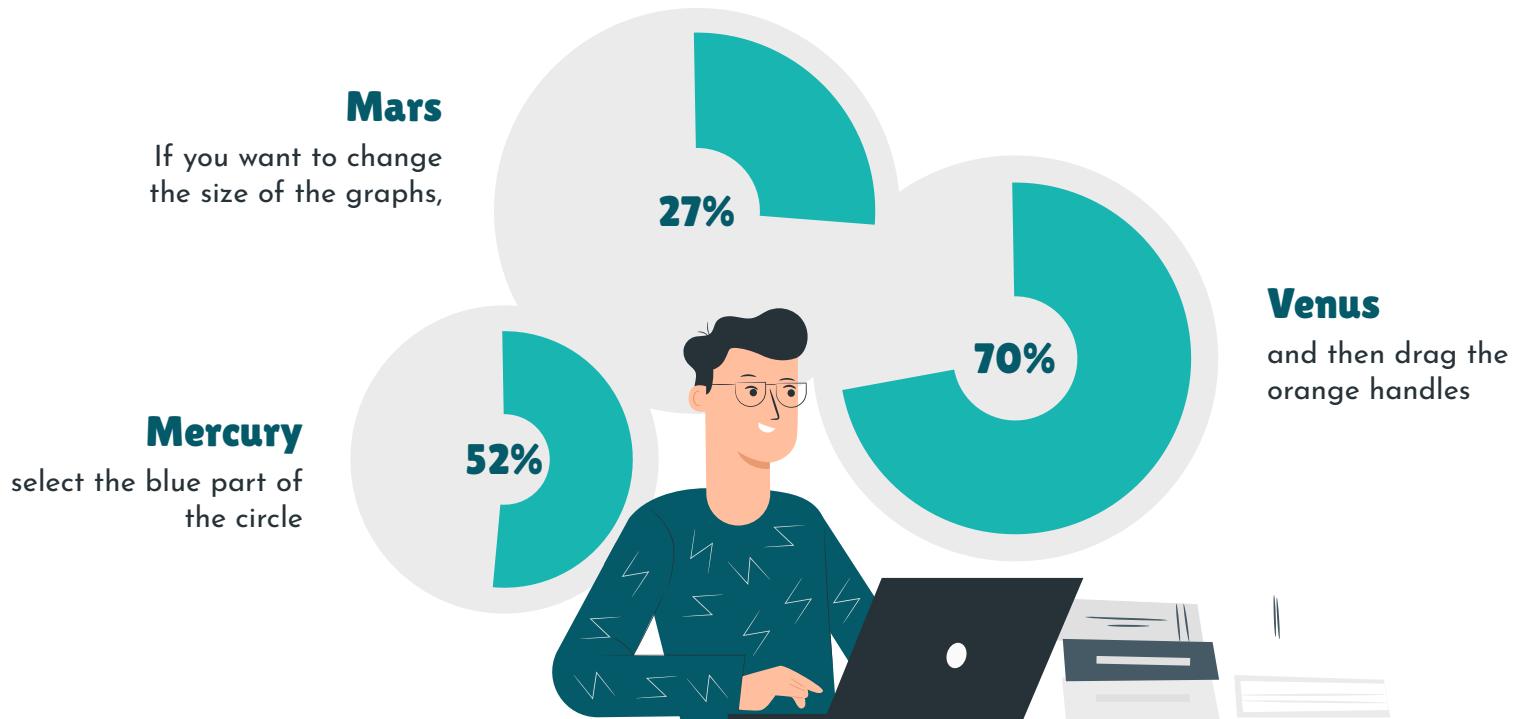


Saturn

Saturn is composed mostly of hydrogen and helium



PROJECT GOALS



PROJECT GOALS



Mercury

Mercury is the smallest planet in our Solar System



Venus

Venus has a beautiful name, but it's terribly hot



Saturn

Saturn is composed mostly of hydrogen and helium



Neptune

Neptune is the farthest planet from the Sun



Mars

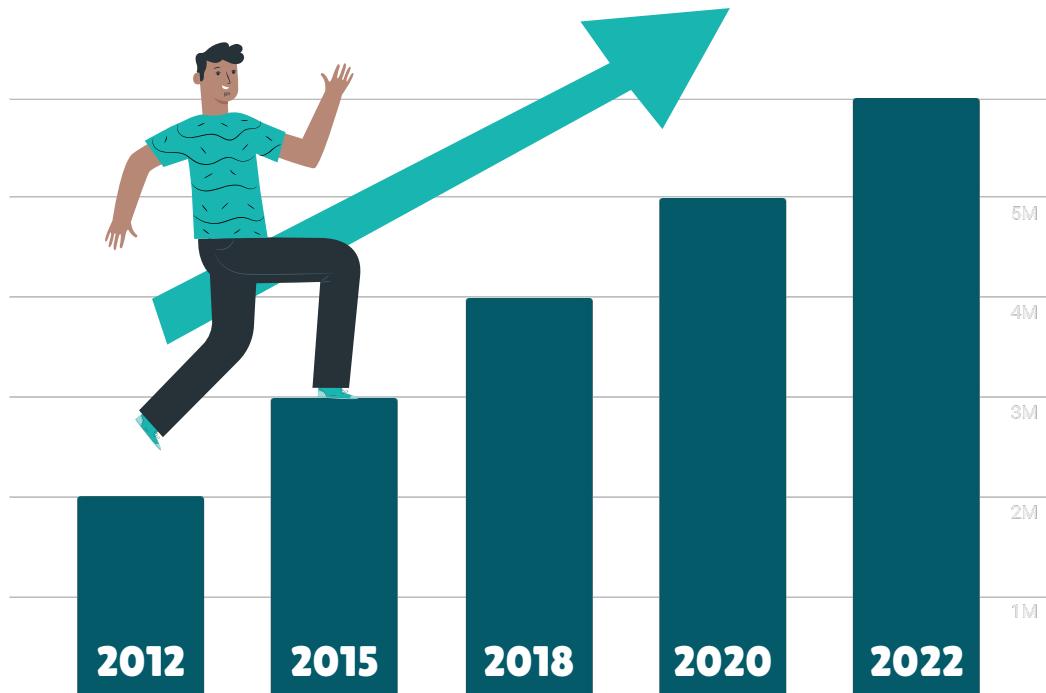
Despite being red, Mars is actually a cold place



Jupiter

Jupiter is the biggest planet in our Solar System

PREDICTED RESULTS



\$5M

Mars is a cold place

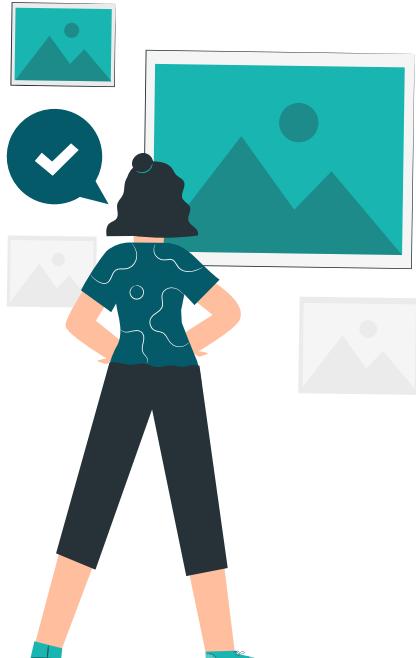
100

Venus has a beautiful name

150

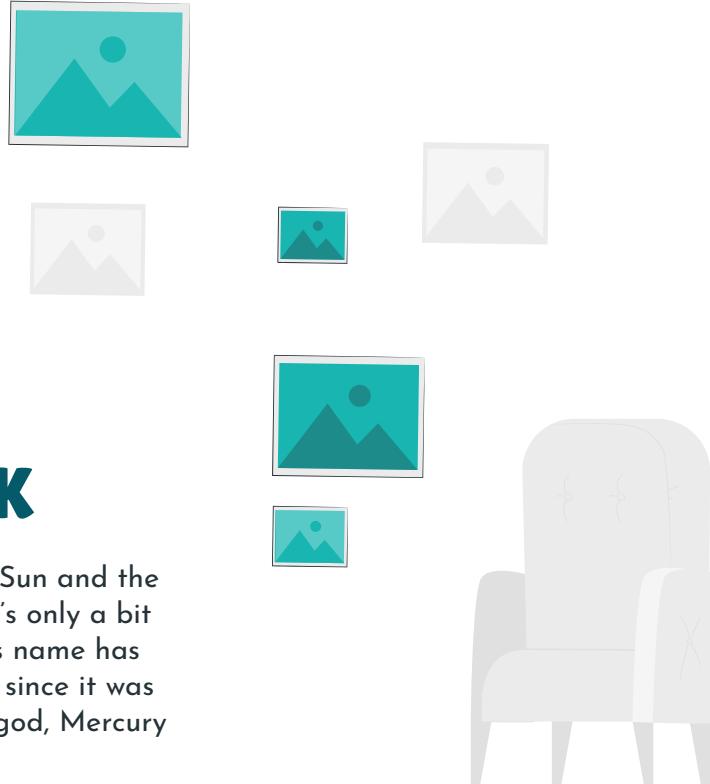
Saturn is the ringed planet

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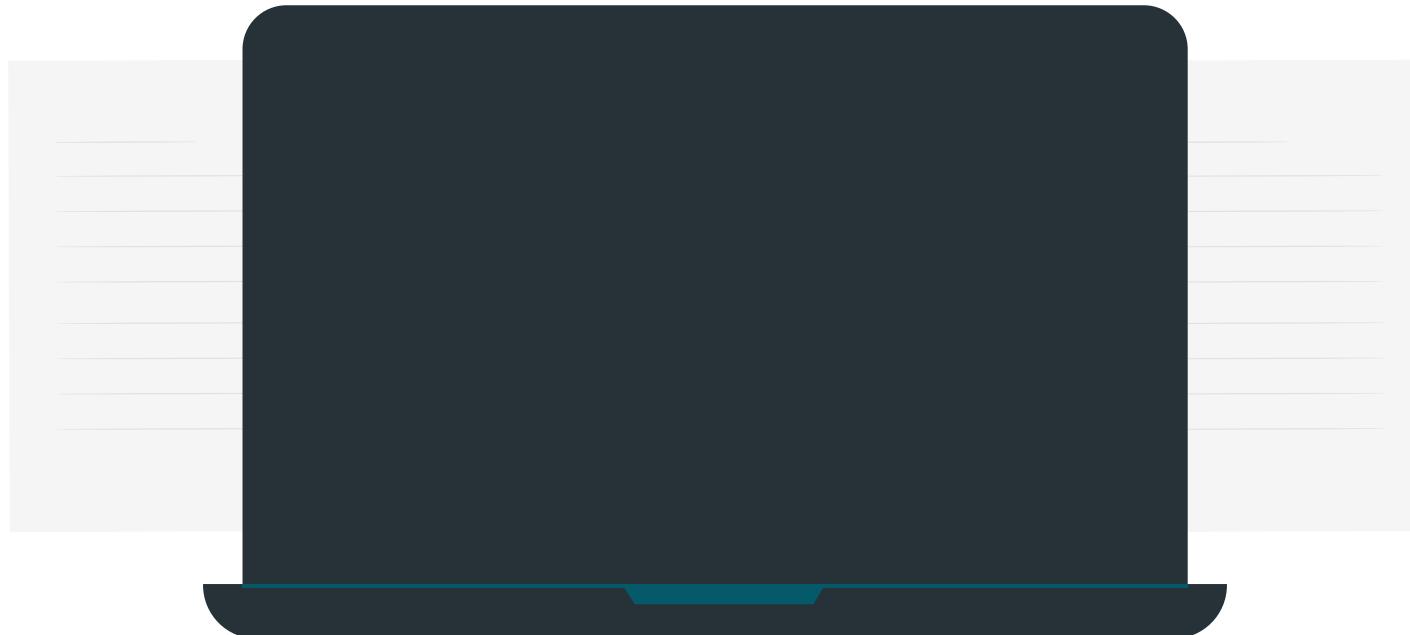
SNEAK PEEK

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury



SNEAK PEEK

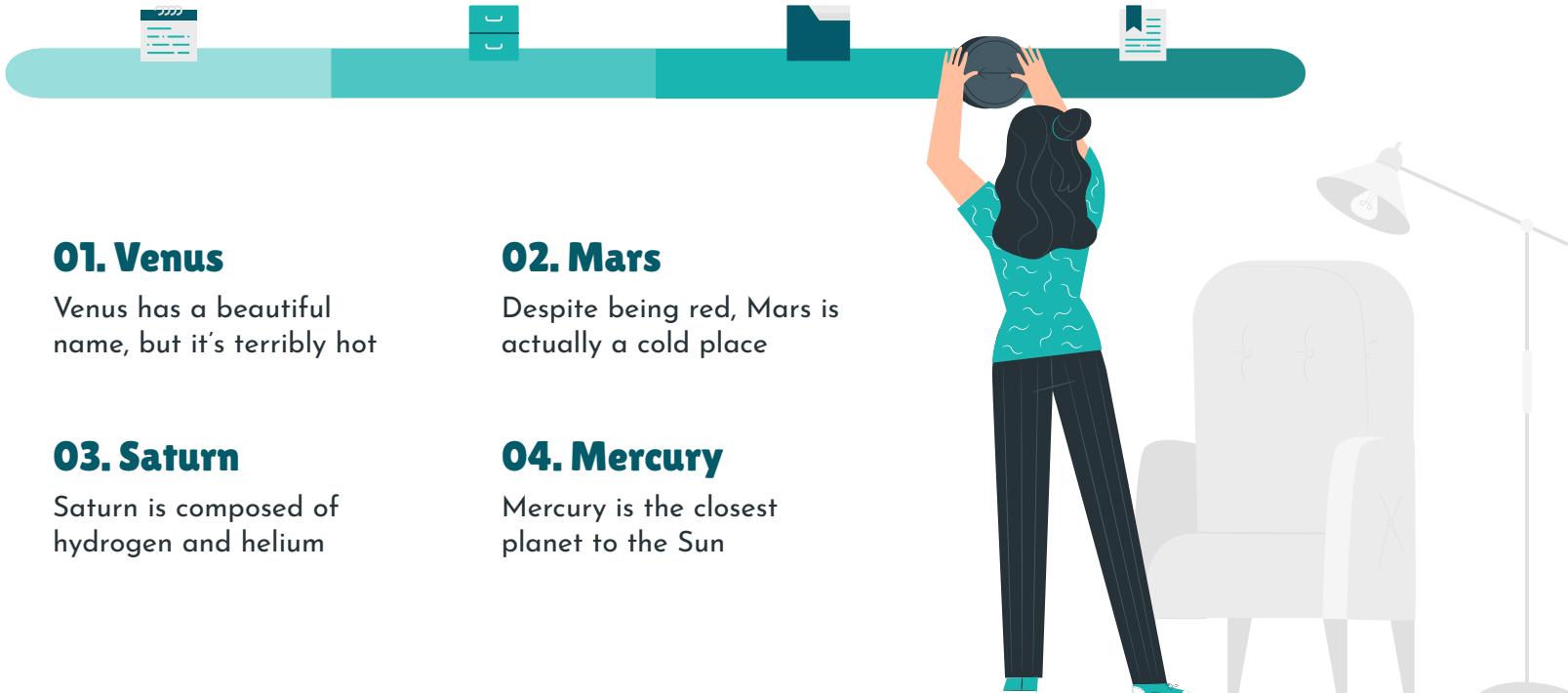
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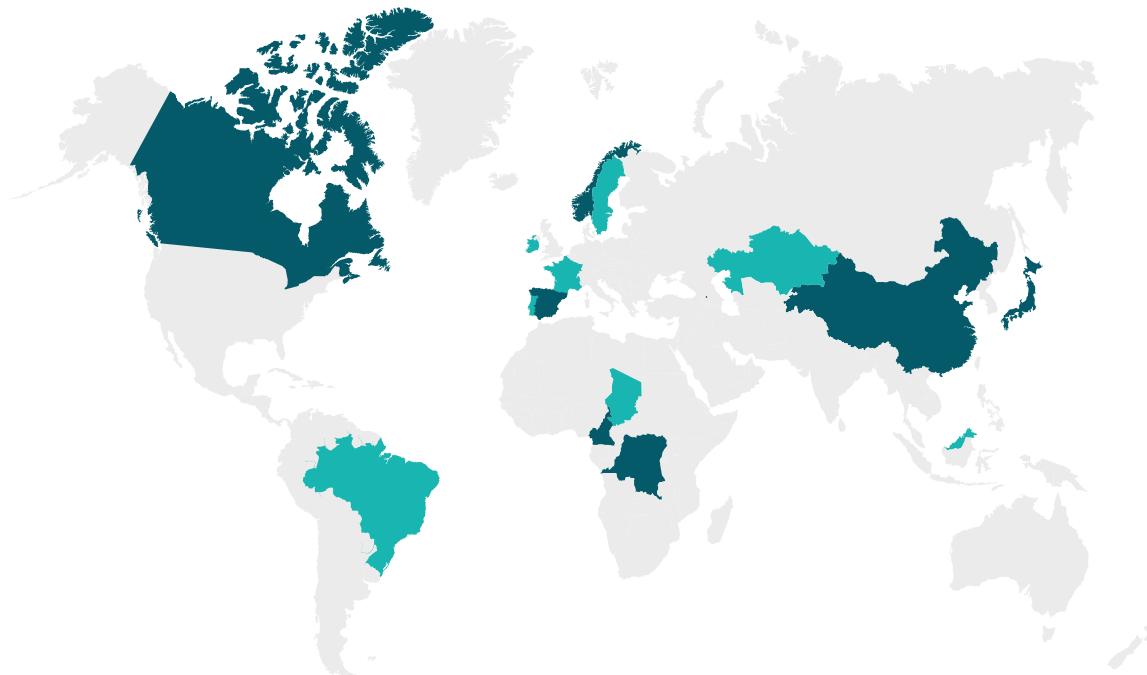


A PICTURE
IS WORTH A
THOUSAND
WORDS

PROJECT STAGES



PROJECT STAGES



Mercury

Mercury is the closest planet to the Sun

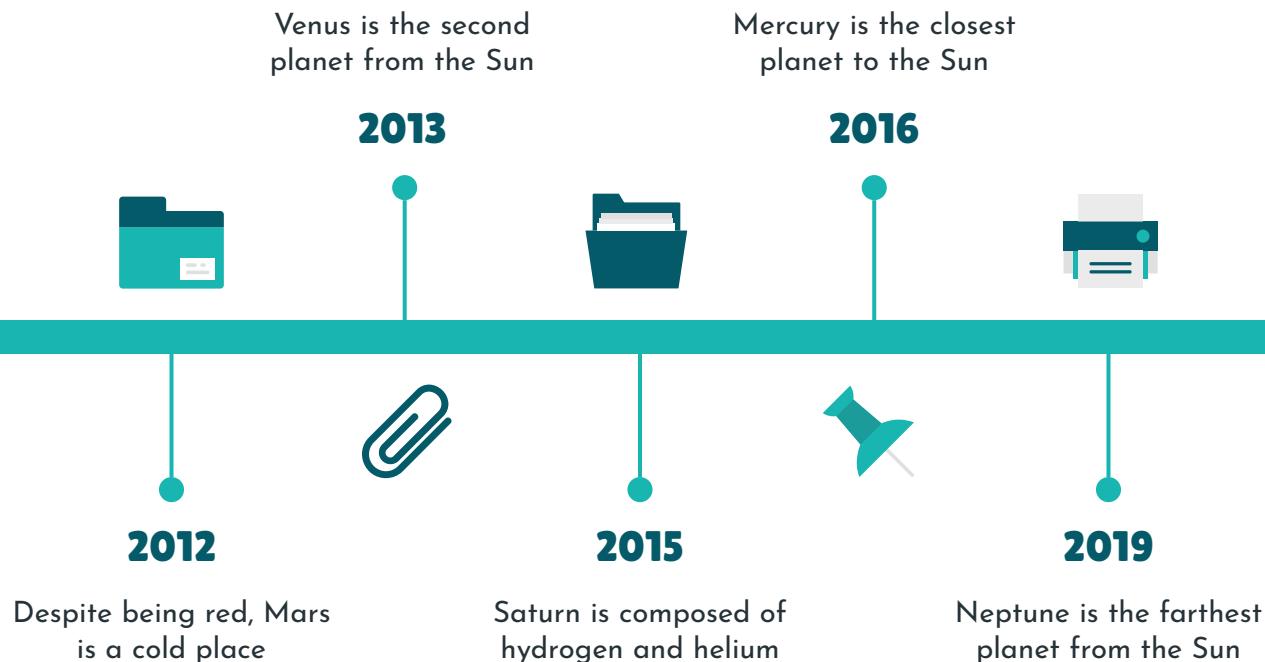
Neptune

It's the farthest planet from the Sun

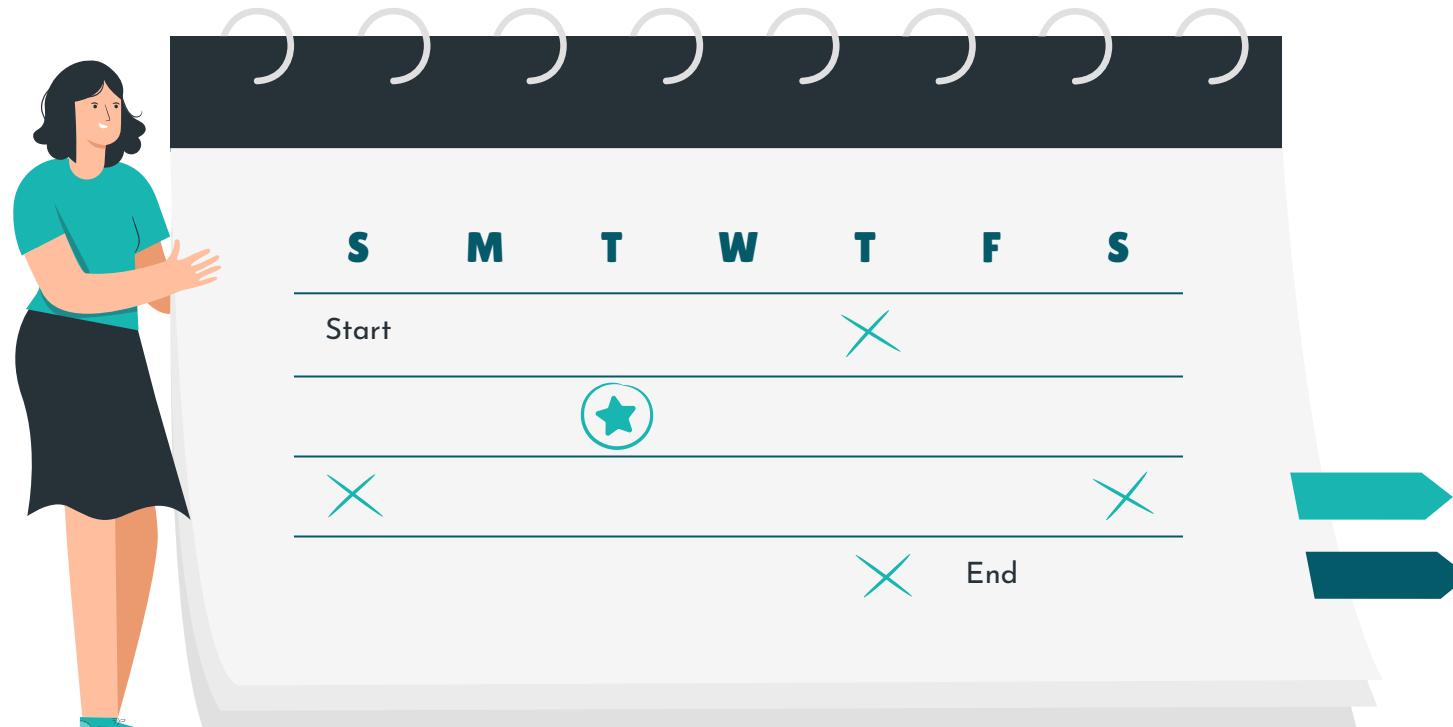
Saturn

It's composed of hydrogen and helium

TIMELINE



TIMELINE





OUR PARTNERS



Venus

Venus is the second planet from the Sun



Neptune

Neptune is the farthest planet from the Sun



Saturn

Saturn is composed of hydrogen and helium

OUR TEAM



John Doe

You can replace the
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Jenna Doe

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Thomas Doe

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THANKS

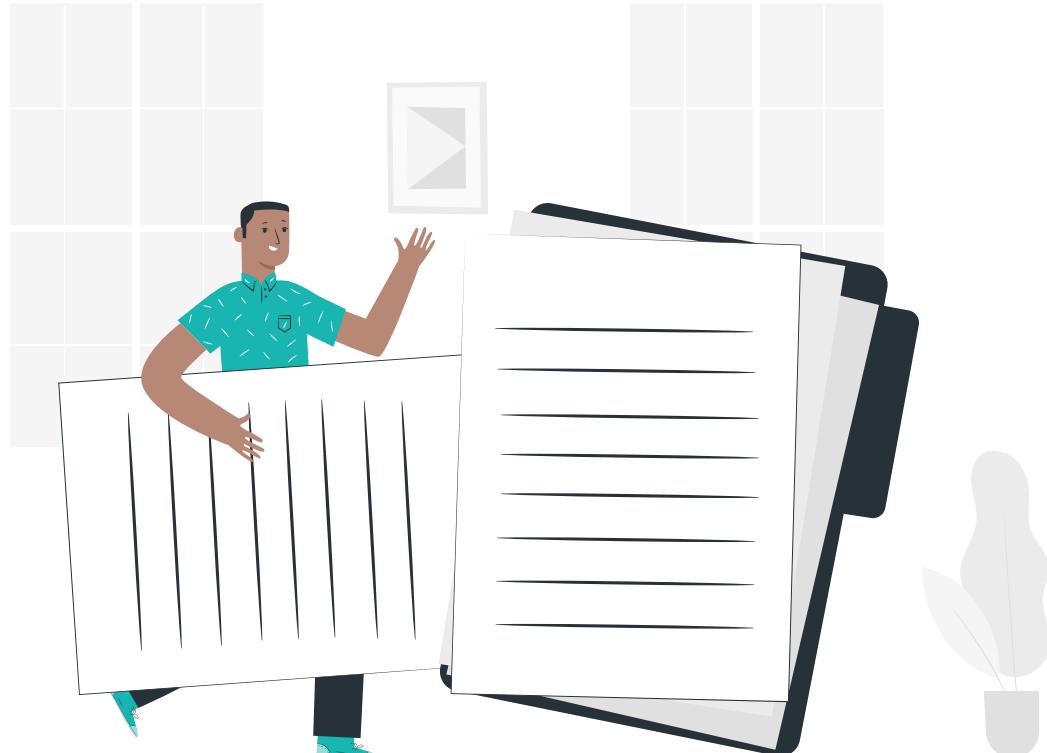
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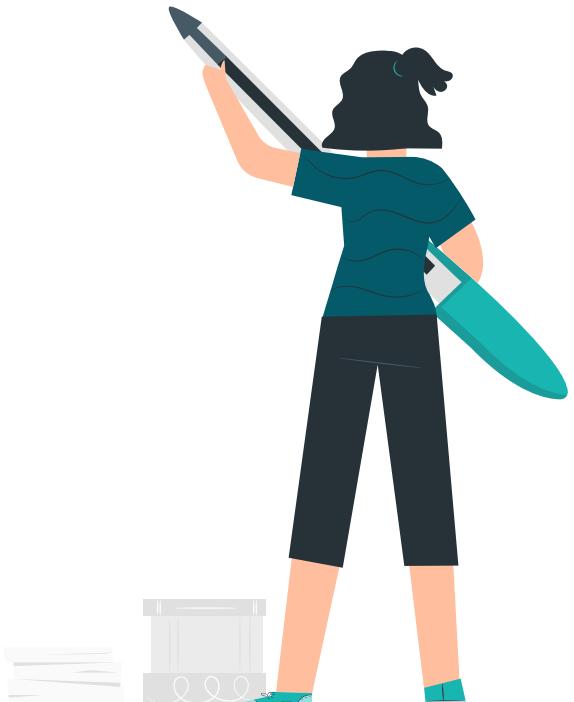
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Amico



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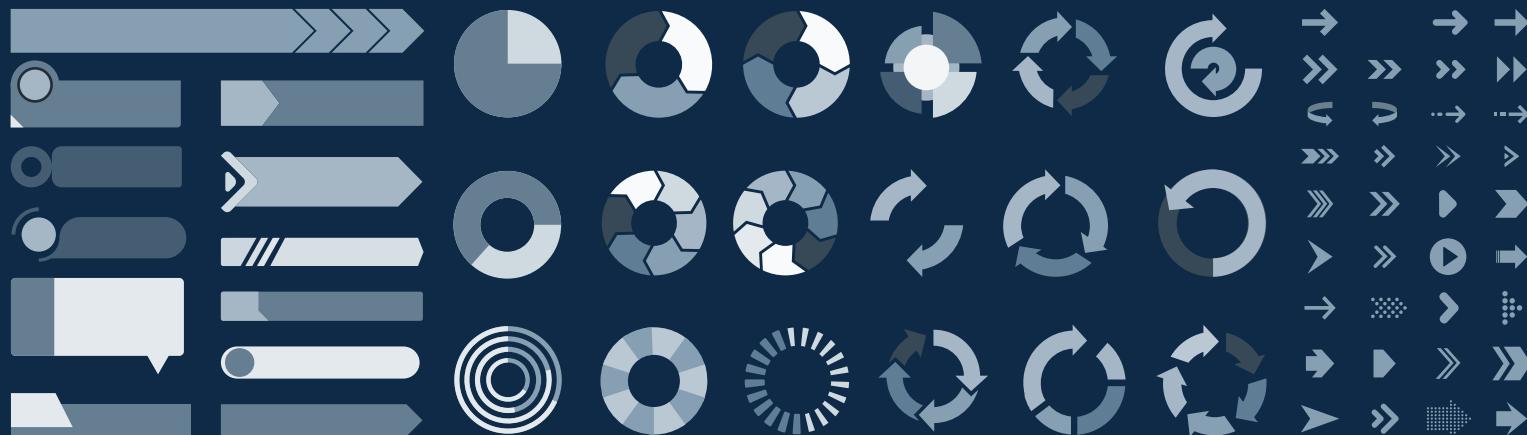


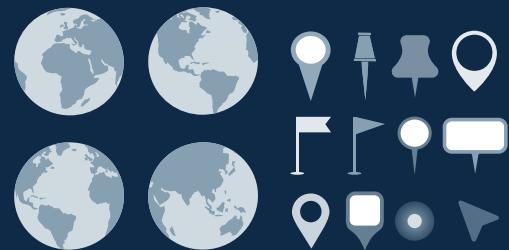
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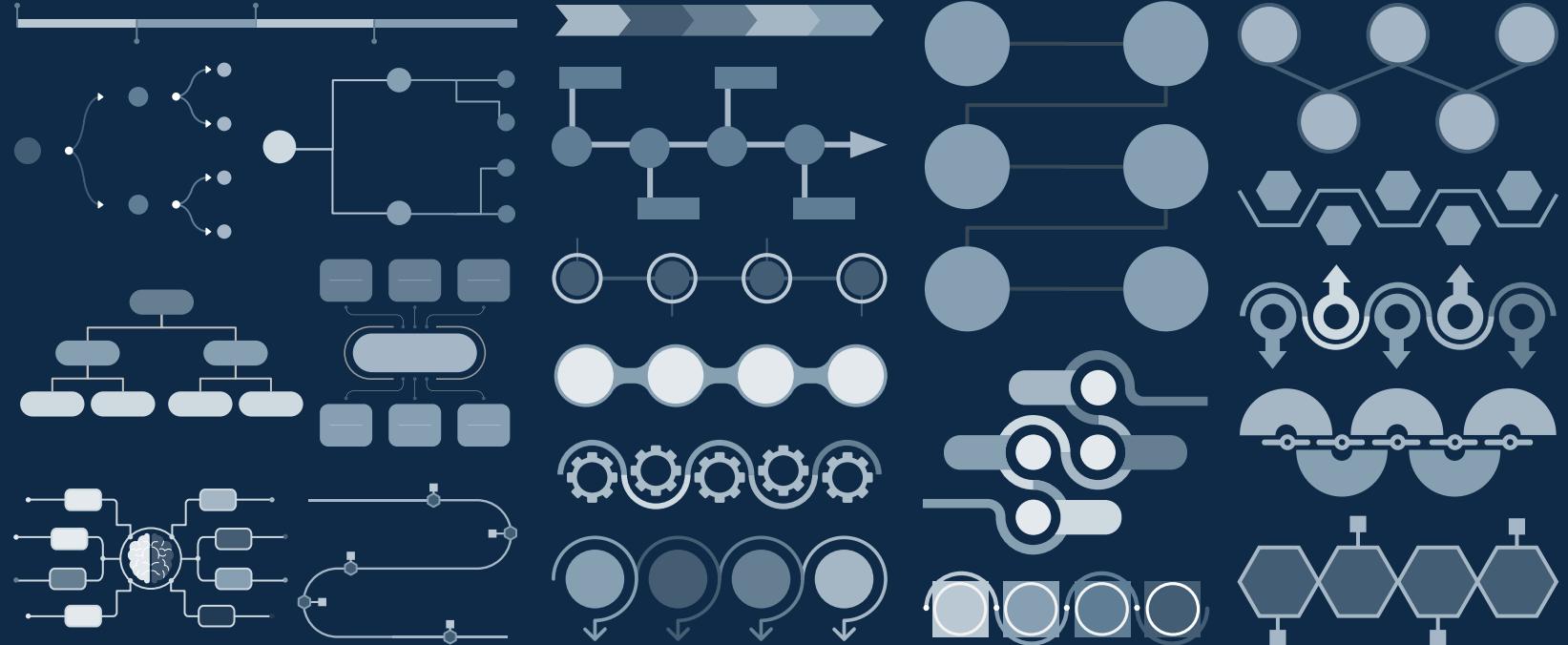


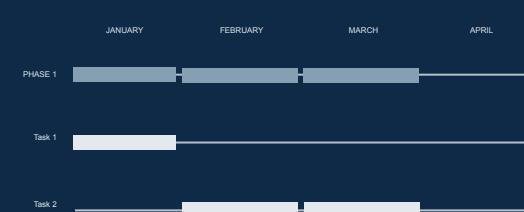
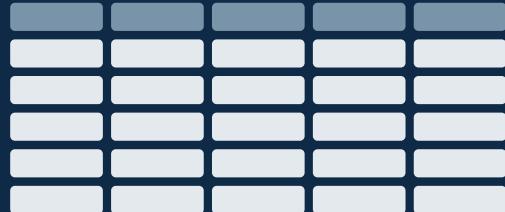
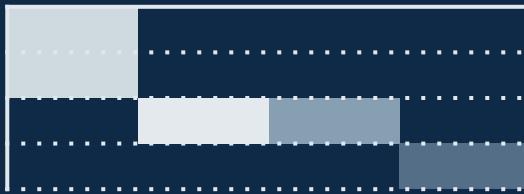
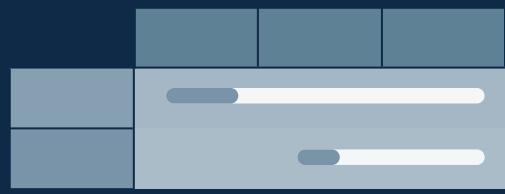
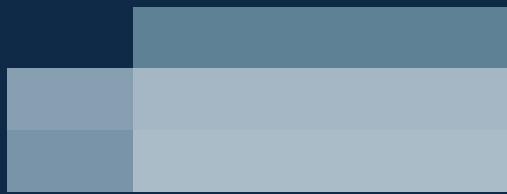
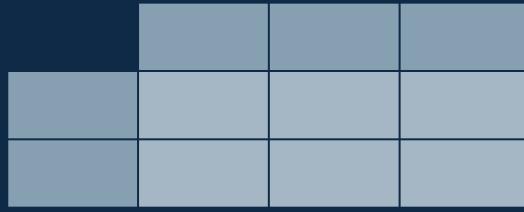
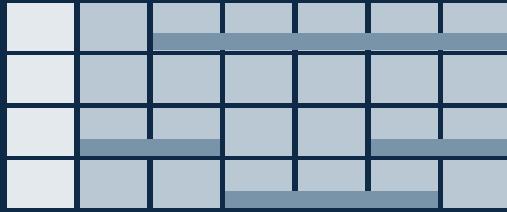
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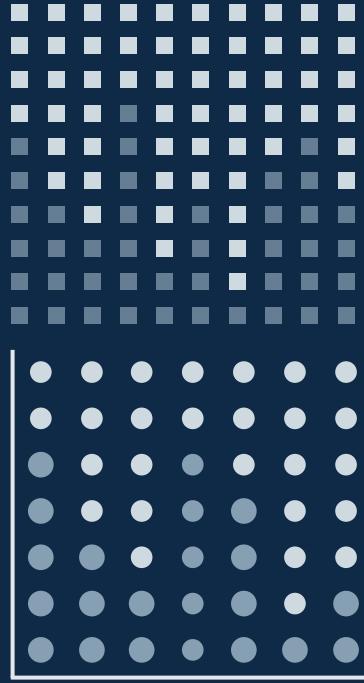












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