KICKSTARTER

# Can you kick it?

## Predicting what makes a Kickstarter campaign successful

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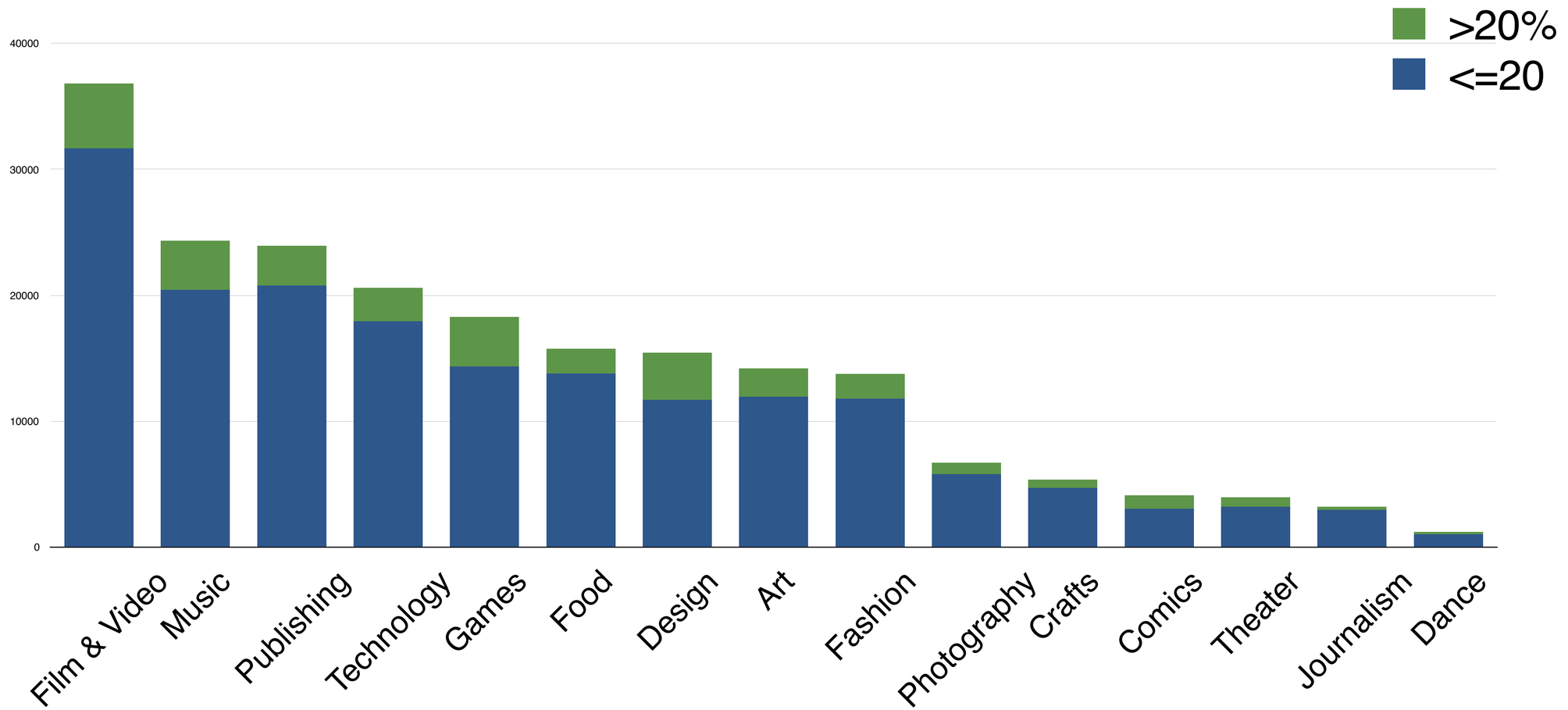
# **Only 35% of Kickstarter Projects are Successful**

and when they fail, they fail BAD

80% of unsuccessful projects **DO NOT EVEN REACH 20%** of funding goal



# Solving this problem began with scraping Kickstarter campaign data

founder updates/ comments

Campaign | Updates 15 | Comments 71 | Community

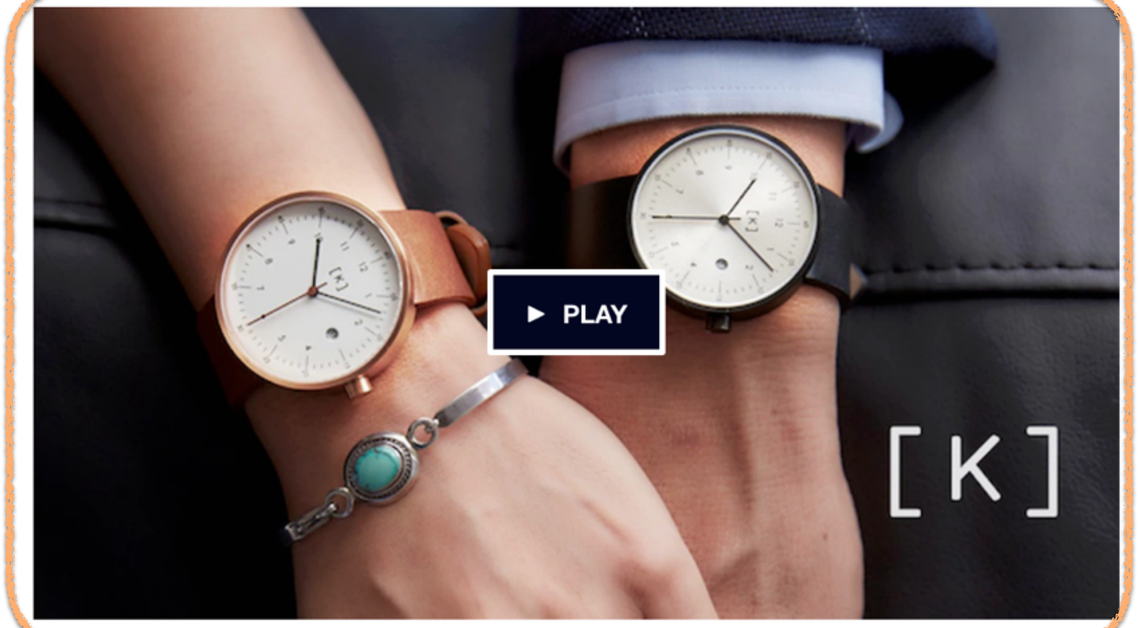
Share this project

About this project

Image/video content

Suppo

Project reward structure




Project title, funding goal, # backers

iKi 'A' Series Watch: Minimalist watch with Swiss movement

Melbourne, AU  Product Design

AU$ 23,622
pledged of AU$ 15,000 goal

173
backers

Pledge AU$ 1 or more

A big thank you from the iKi Studio for your support!

ESTIMATED DELIVERY
Sep 2016

6 backers

Pledge AU$ 99 or more

Approximate 75 US/ 66 EUR
EARLY BIRD SPECIAL - 1 x 'A' Series iKi watch of your choice:

A01 - Rosegold casing with tan brown leather strap; OR
A02 - Gunmetal casing with black leather strap

50% off RRP of A$199

ESTIMATED DELIVERY
Sep 2016

SHIPS TO
Anywhere in the world

# Metadata-based classifier model yields 80% precision

## Data Collection

- **Source: Webscraping, Webrobots.io**
- **80,000 projects**

## Feature Engineering

- **Project & Founder info (40 features)**

  - # images/videos
  - # pledge levels
  - pledge standard deviation
  - # projects founder backed
  - # founder comments

## Modeling

- **Training and testing**
- **Cross validation**
- **Grid search**
- **Model selection**

  (Random Forest Classifier, SVC, Logistic Regression)

## Prediction

- **Scoring metrics:**

  Random Forest:

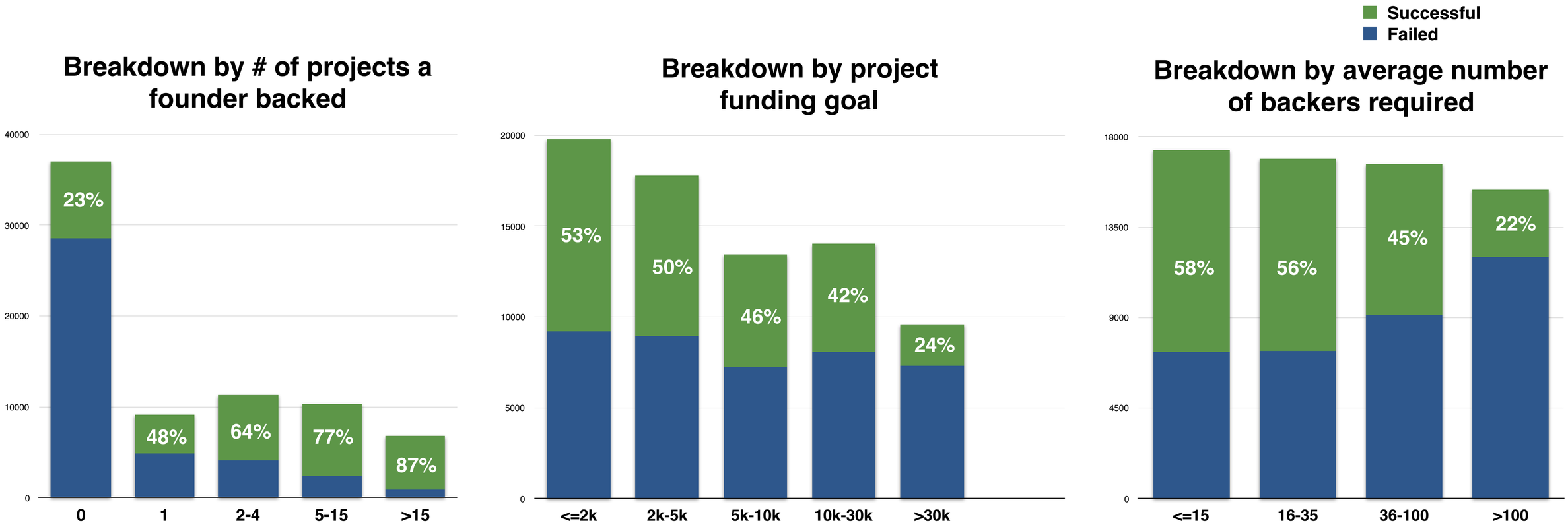
  80% precision, 82% recall

# The features that identified a successful project did not tell much about the project's story

**Successful founders backed more projects**

**Lower funding goals were likely to be funded**

**Successful projects have reward structures that require less # backers**



# Will adding text information from project descriptions build a stronger and more interpretable model?

Metadata

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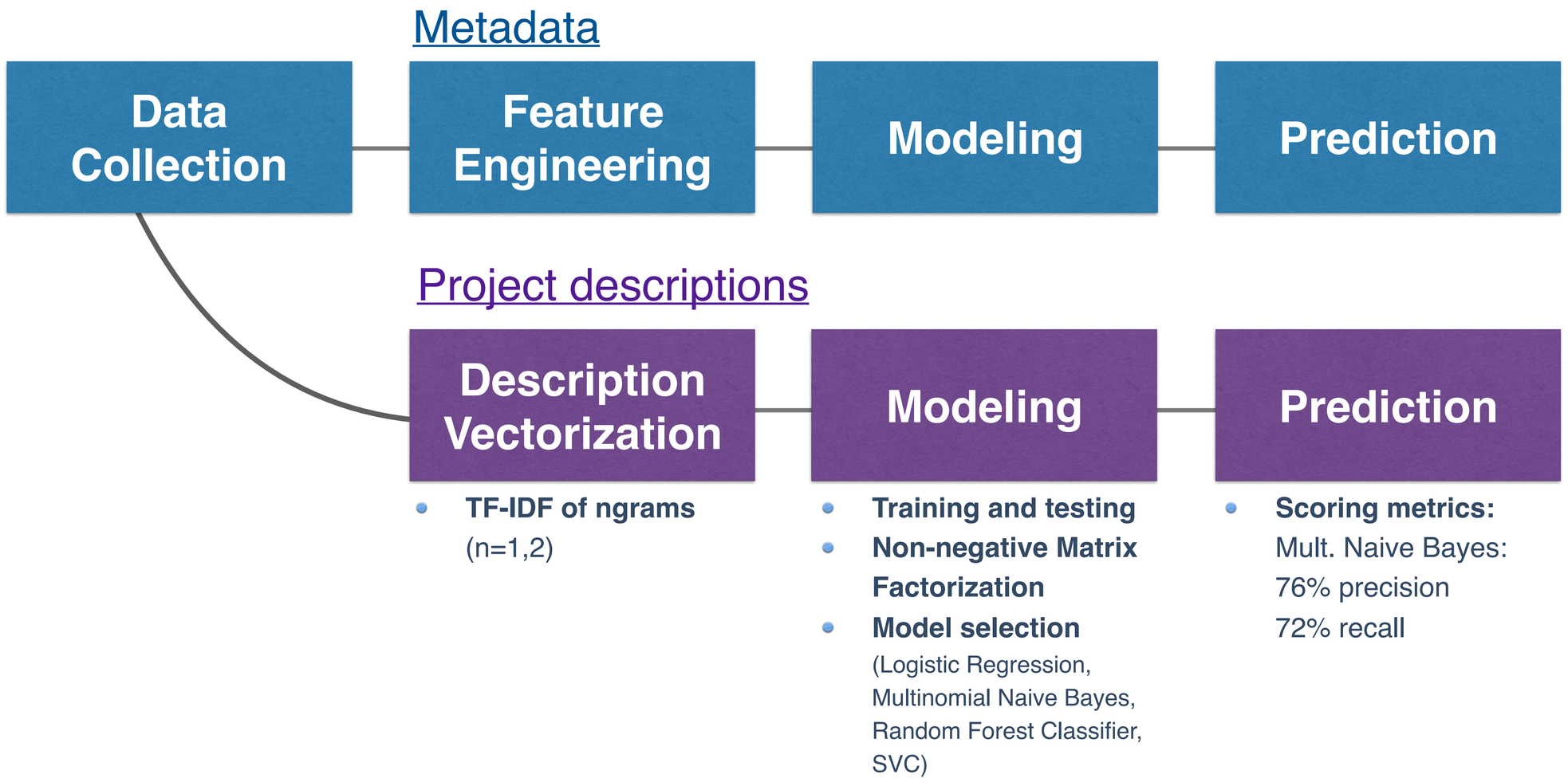
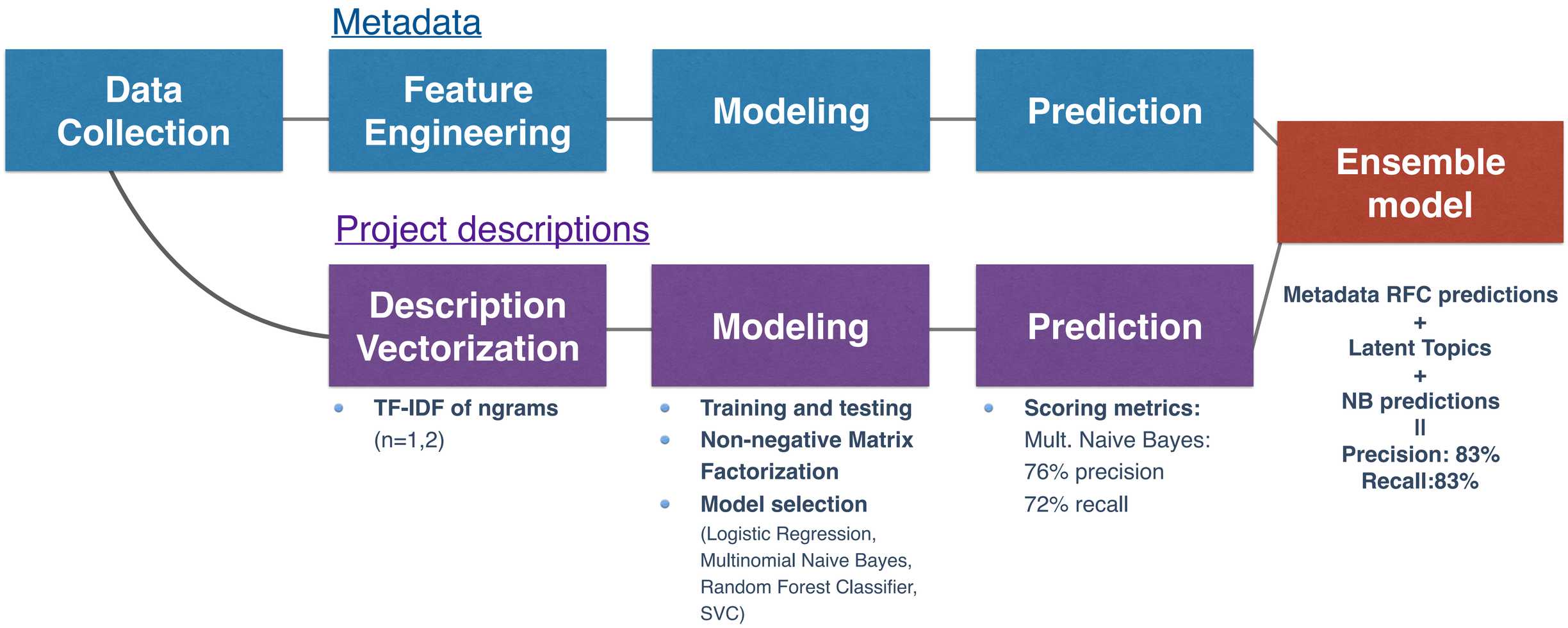
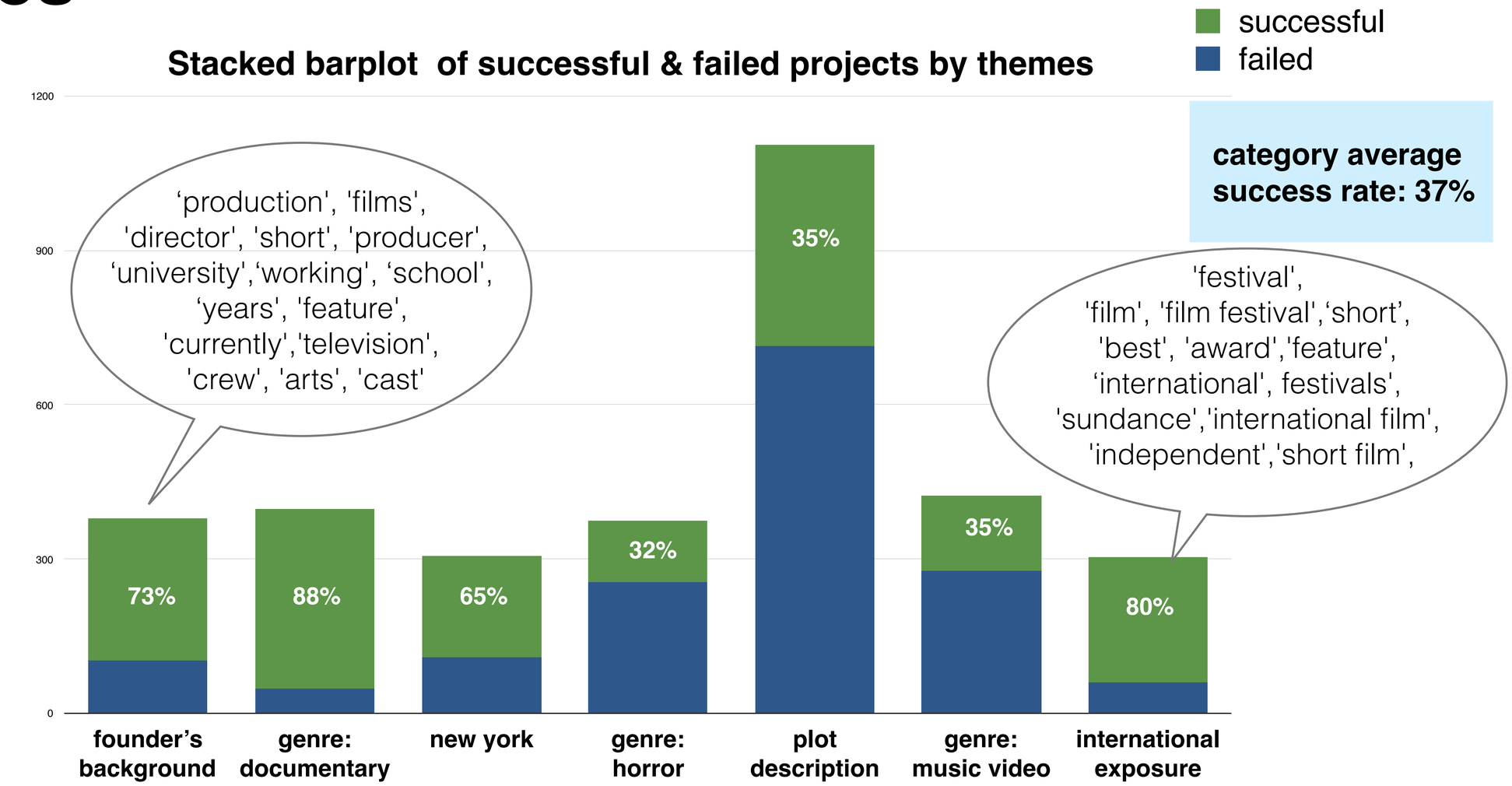


# Ensemble model captures metadata and latent topics signals to increase score to 83%



# Successful projects followed certain underlying themes



# Future work

- Optical character recognition to detect text within the images
- Explore additional features (sentiment analysis of comments and temporal features)

# Thank you

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https://github.com/lizbug/Capstone_Project_CanYouKickIt

# Appendix

# Feature importances from metadata Random Forest classifier