Kickstarter

Analyzing and Predicting Successful Kickstarter Campaigns

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Kickstarter campaigns

- Interested in advising campaigns on how to be successful on *Kickstarter*?

- Models can predict campaign chances and investment risk and revenues

- Campaign consulting: Prior to campaign start

0 The Data-Set

overview

After removing duplicates and outliers: 168.979 campaigns

15 main project categories

```
array(['games', 'music', 'publishing', 'theater', 'fashion', 'food',
       'photography', 'art', 'technology', 'dance', 'design',
       'film & video', 'crafts', 'comics', 'journalism'], dtype=object)
```

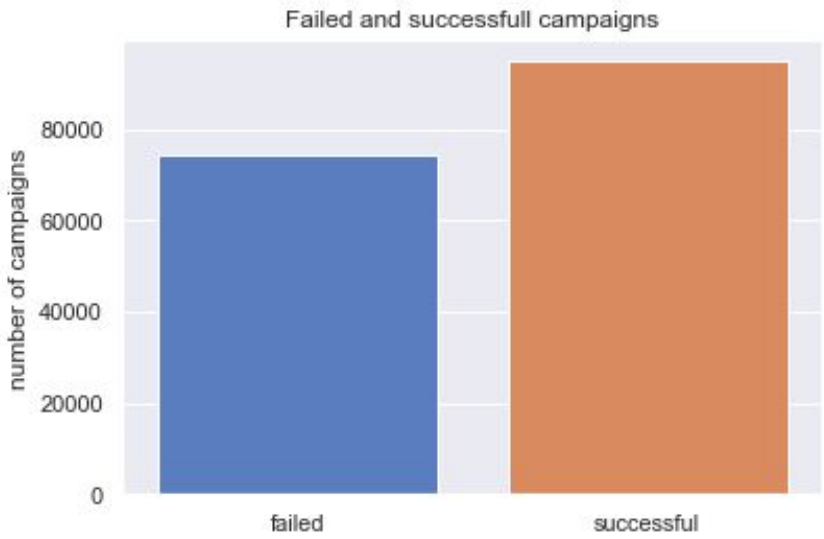
Several subcategories ...

```
'taxidermy', 'vegan', 'pet fashion', 'poetry', 'product design',
'installations', 'events', 'comic books', 'documentary', 'faith',
'shorts', 'translations', 'graphic novels', 'pottery',
'tabletop games', 'zines', 'action', 'public art', 'puzzles',
'digital art', 'webcomics', 'ceramics', 'illustration', 'hip-hop',
'cookbooks', 'conceptual art', 'thrillers', 'movie theaters',
```

1
Some general insights

overall success rate

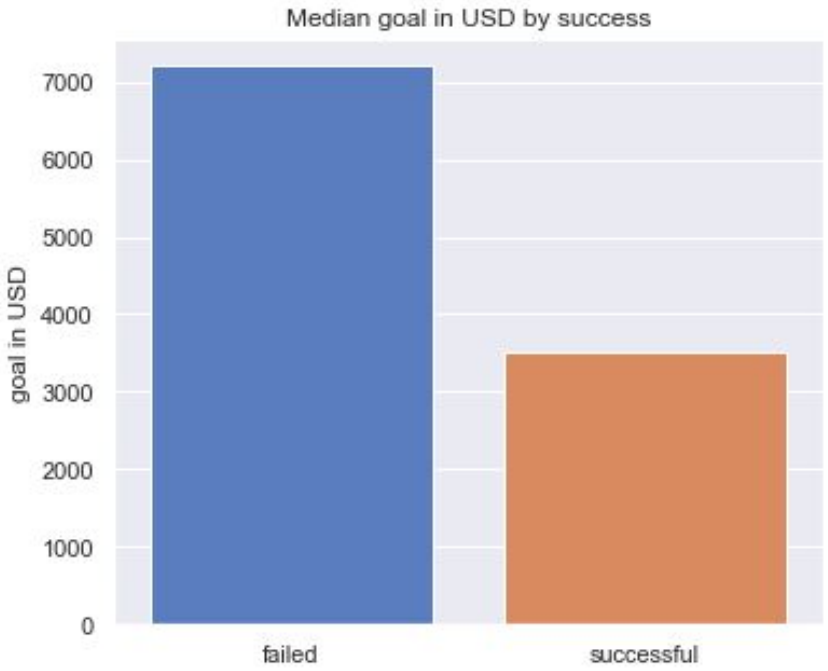
56.09% successful
(out of 168.979 campaigns)



setting smart goals

Median goal of “successful” at around half of median goal for “failed”.

Campaigns with high goals have a lower success-rate.



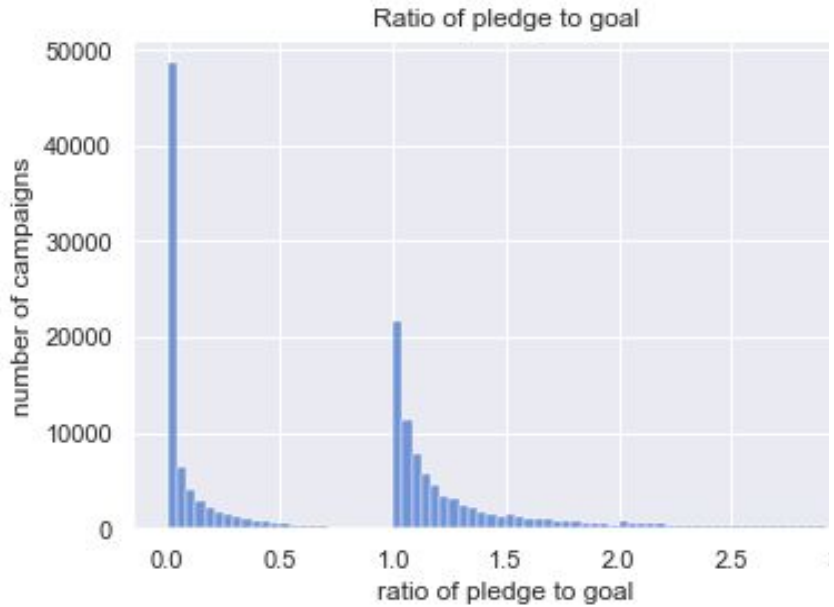
“top or flop”

Successful

- median = 117.43% of goal
- 19.74% of projects exceed their goals by >100%

Fail:

- 3.22% reach beyond 50%



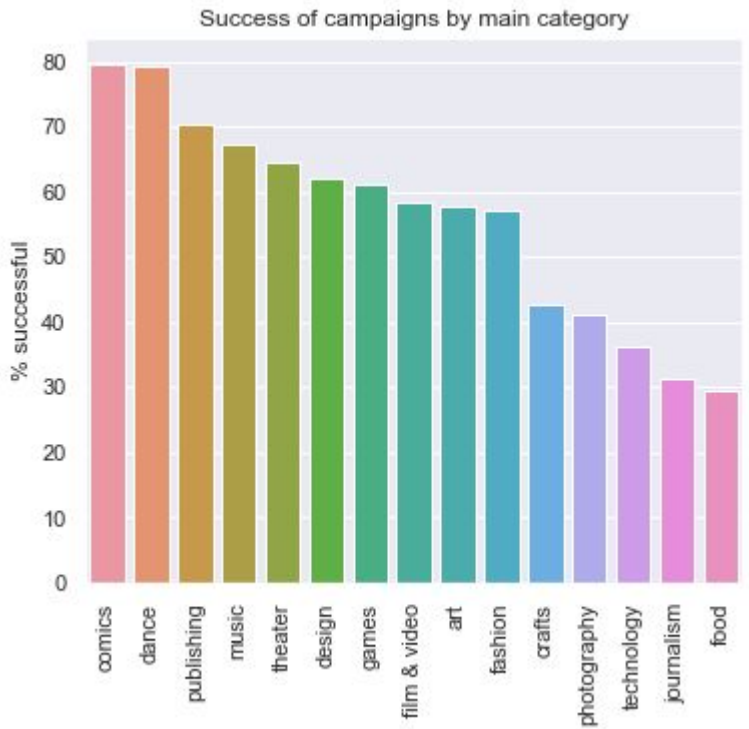
> category (success rates)

Some categories are generally very successful.

- comics
- dance
- publishing

Some categories tend to be less successful

- technology
- journalism
- food



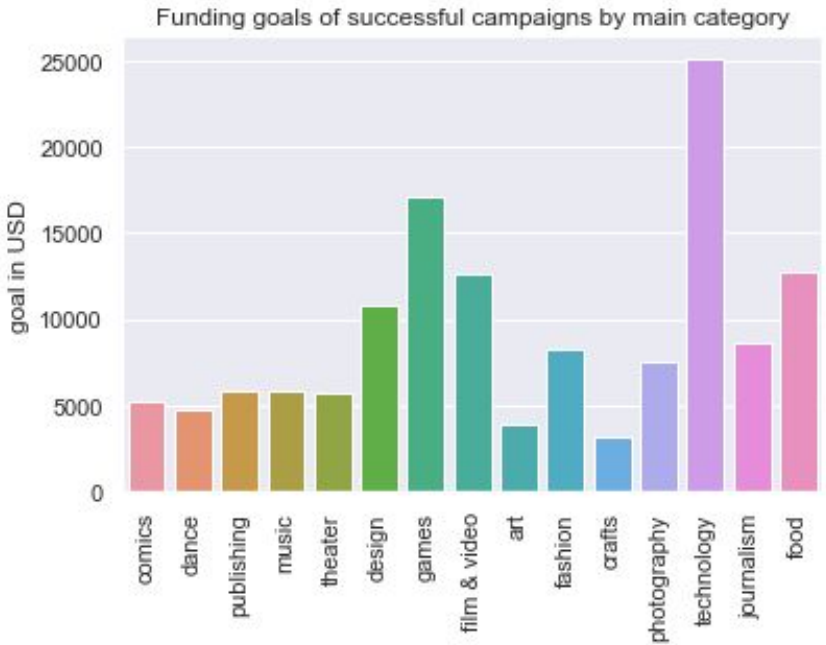
> category (mean funding goals)

- Categories:

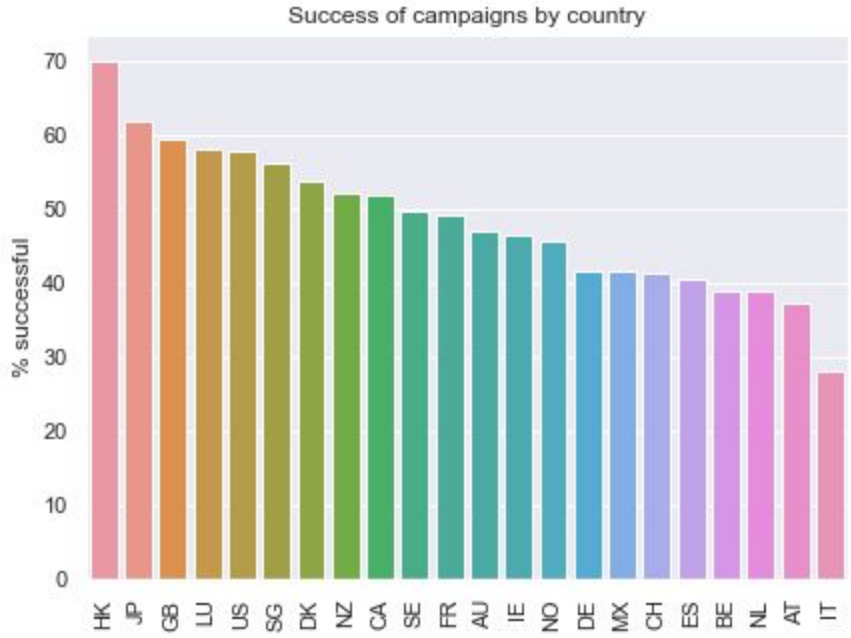
  differ in average funding goals
- High success rates:

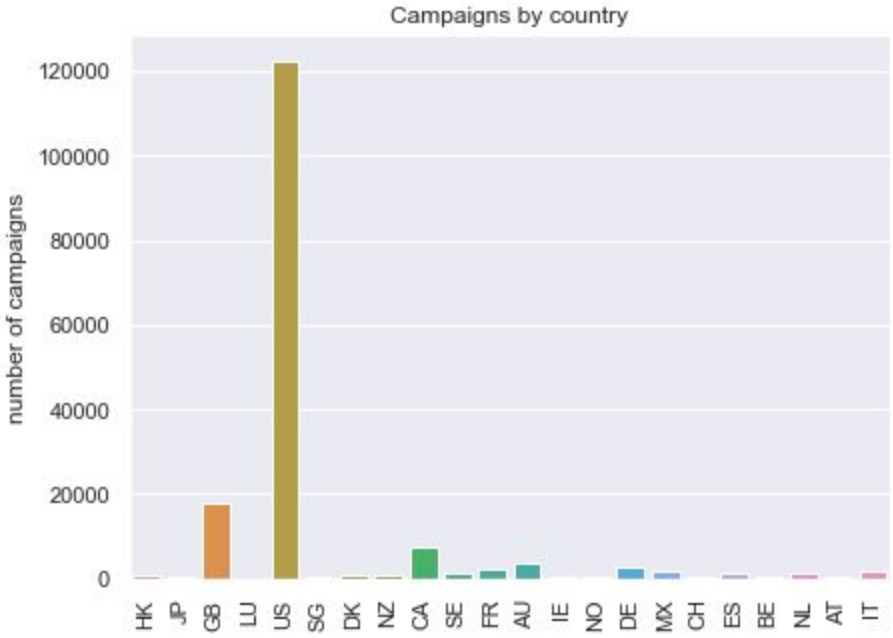
  come with lower funding goals

- Risk/revenue
  - low: *comics, dance*
  - medium: games
  - high: *technology*



> country



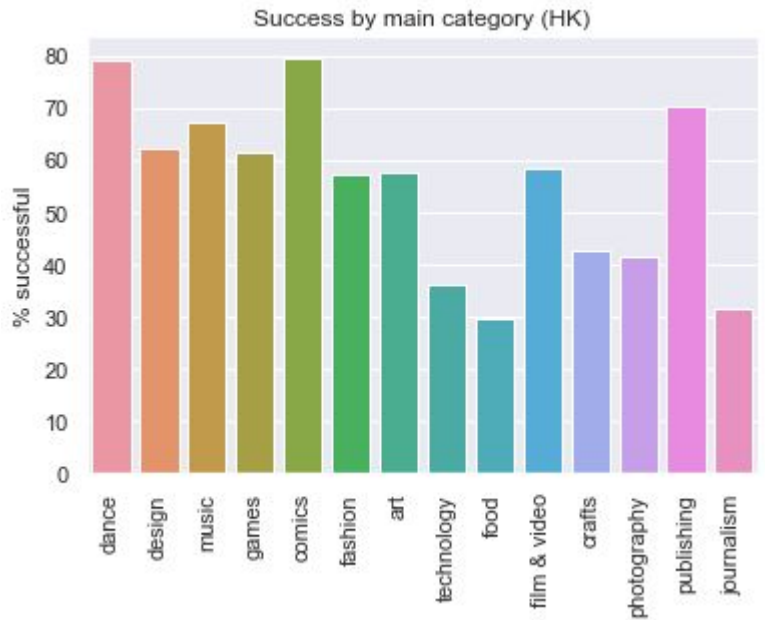


Ranking (success rate): 1. Hong Kong, 2. JP, 3. GB

Most reliable predictions: US

> country > HK

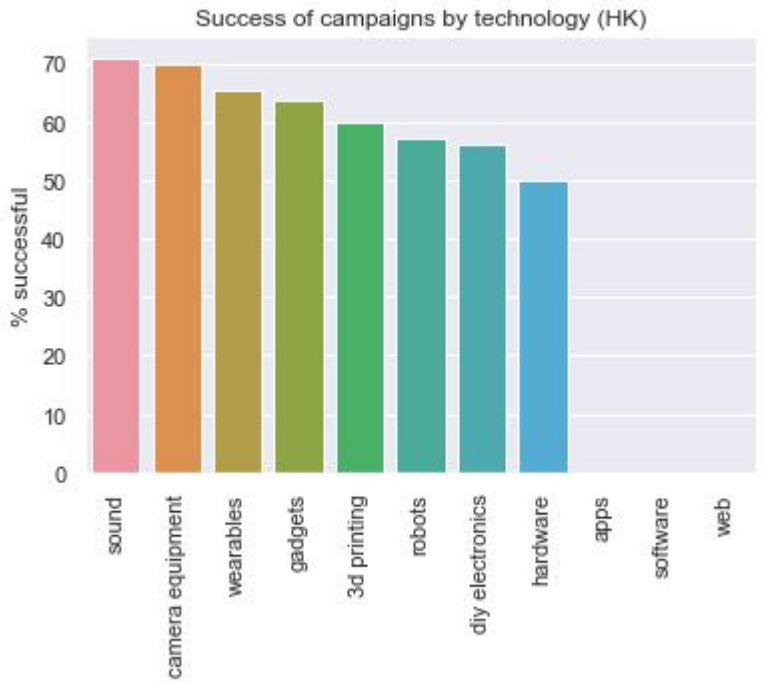
- Similar success rates for main categories



> country > HK > technology

- Similar success rates for main categories

- Some subcategories in > technology perform significantly better
  - sound
  - camera equipment
  - ...



2
General Success:
A Predictive Model

Predictive modelling of general success

- **goal**: Predict success of campaigns
- features:
  - (sub)categories
  - length of name
  - # of tags
  - duration
  - goal
- evaluation metric: Precision
- best model: Logistic Regression

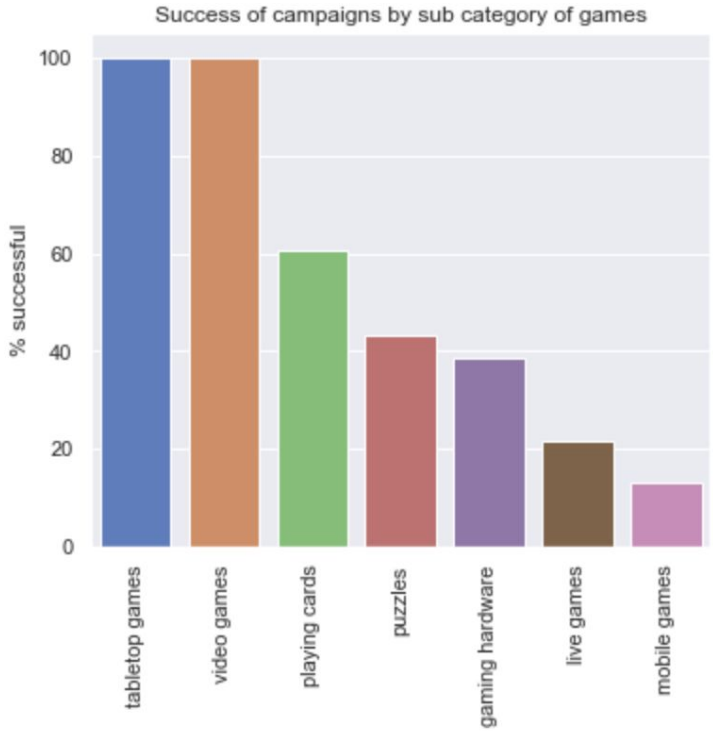
result: 80.1% of predicted successes are actual successes

3
Taking a Closer Look
> US > games

>> games

7 subcategories

- perfect success:
  - tabletop games
  - video games
- low success:
  - live games
  - mobile games
- high revenue:
  - video games
- low revenue:
  - tabletop games



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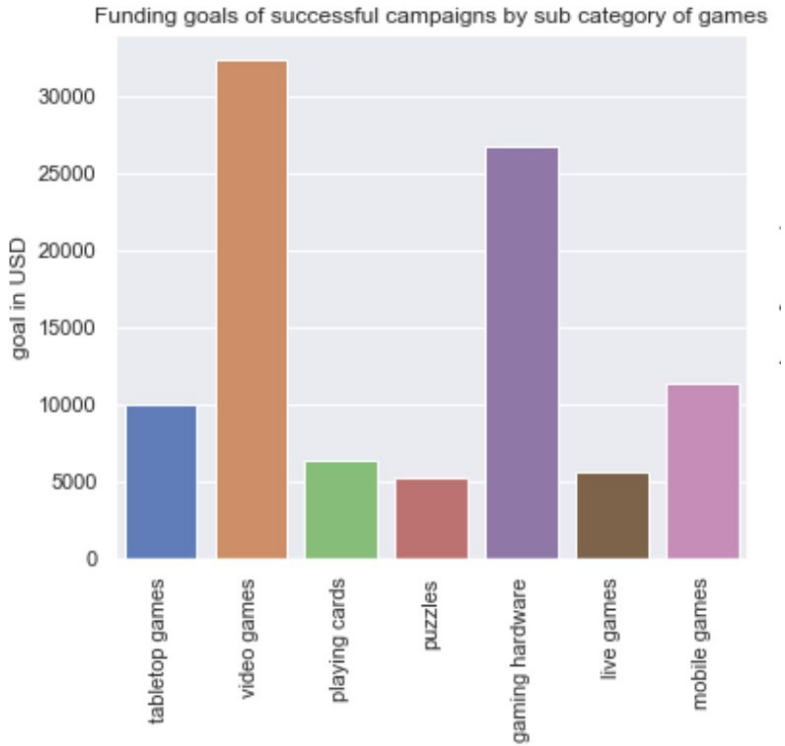

predicting on descriptions

- goal: Prediction of success for games campaigns in US
- features: Bag-of-words from description
- model: Logistic regression with TFidf
- precision: 79.3%
- positive features: tabletop/board games, adventure, fantasy
- negative features: mobile/apps/android, trump

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Conclusions

Categories matter!

- Diversify your portfolio with comics, games and technology
- Be smart about sub-categories

Set realistic goals!

- Campaigns with high goals are likely to fail
- Low goals bring low revenue

Invest in nerds!

- Tabletop, fantasy and adventure are likely to be successful

Don’t support Trump or mobile gaming!

"That's all Folks!"