Prediction of Kickstarter Projects

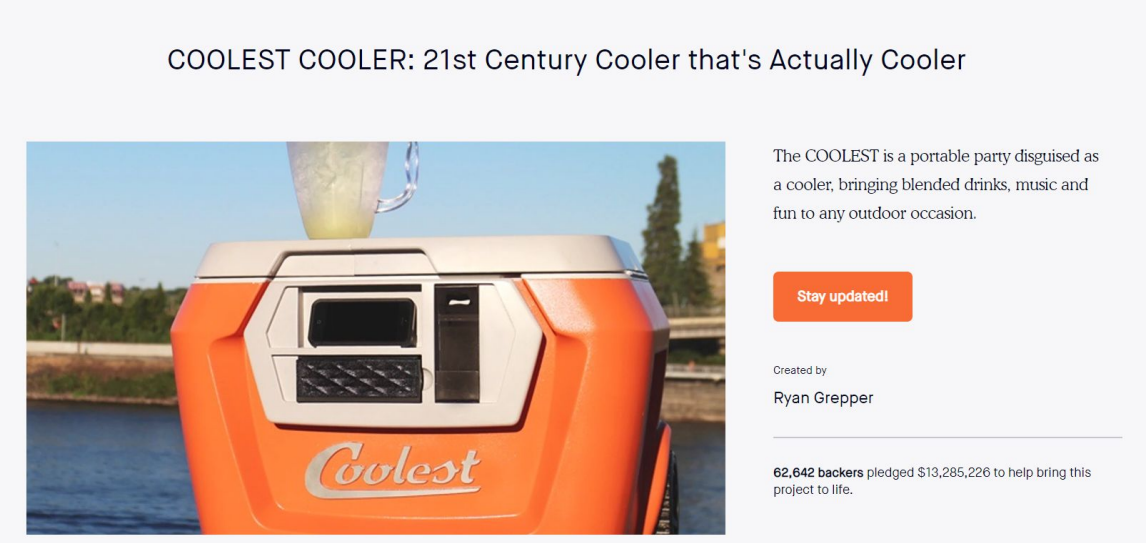
Daehyun Kim

Background

- The world’s largest funding platform for creative projects
- Backers
- Goal amount vs. Pledged Amount
- Data from Kaggle

Business Question

- Can you predict whether a crowdfunding project will be successful before release?



Variables

```
df.head(5)
```

name	category	main_category	currency	deadline	goal	launched	pledged	state	backers	country	usd pledged	usd_pledged_real	usd_goal_real
ıe Songs of Adelaide & Abullah	Poetry	Publishing	GBP	2015-10-09	1000.0	2015-08-11 12:12:28	0.0	failed	0	GB	0.0	0.0	1533.95
ɜeting From arth: ZGAC rts Capsule For ET	Narrative Film	Film & Video	USD	2017-11-01	30000.0	2017-09-02 04:43:57	2421.0	failed	15	US	100.0	2421.0	30000.00
Where is Hank?	Narrative Film	Film & Video	USD	2013-02-26	45000.0	2013-01-12 00:20:50	220.0	failed	3	US	220.0	220.0	45000.00
oshiCapital Rekordz eds Help to Complete Album	Music	Music	USD	2012-04-16	5000.0	2012-03-17 03:24:11	1.0	failed	1	US	1.0	1.0	5000.00
Community ilm Project: The Art of ghborhoo...	Film & Video	Film & Video	USD	2015-08-29	19500.0	2015-07-04 08:35:03	1283.0	canceled	14	US	1283.0	1283.0	19500.00

- 378302 rows

  16 variables

- Data from

  Kickstarter platform

Missing values

```
df.isna().sum()
```

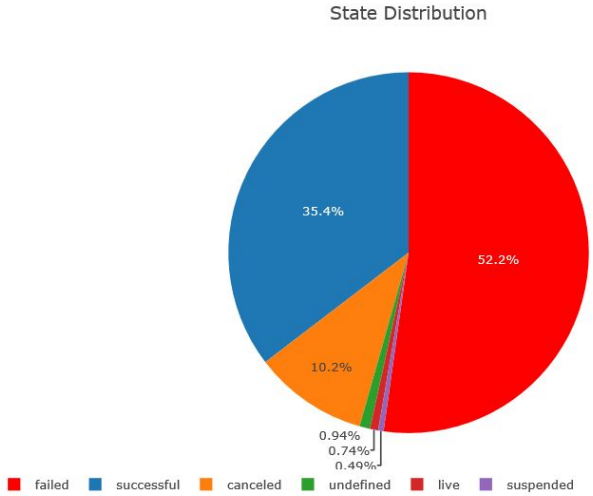
```
ID                    0
name                  4
category              0
main_category         0
currency              0
deadline              0
goal                  0
launched              0
pledged               0
state                 0
backers               0
country               0
usd pledged        3797
usd_pledged_real      0
usd_goal_real         0
dtype: int64
```

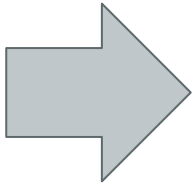
Project Length Variable

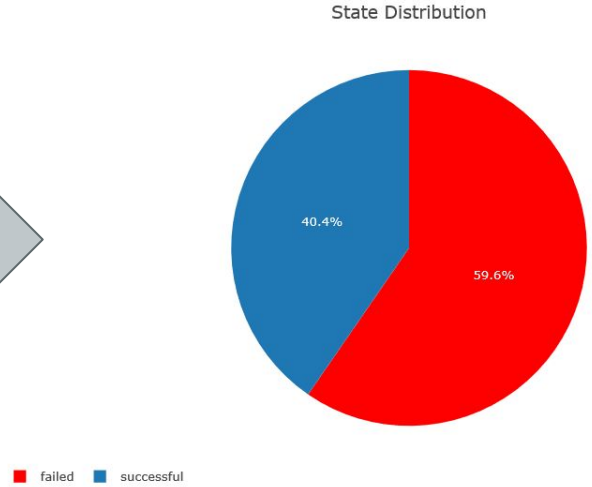
```
df[['deadline','launched','project_length']].head(5)
```

	deadline	launched	project_length
0	12/4/2009	11/25/2009	10
1	12/13/2011	11/7/2011	37
2	3/16/2012	1/25/2012	52
3	11/12/2016	11/11/2016	2
4	7/19/2011	7/12/2011	8

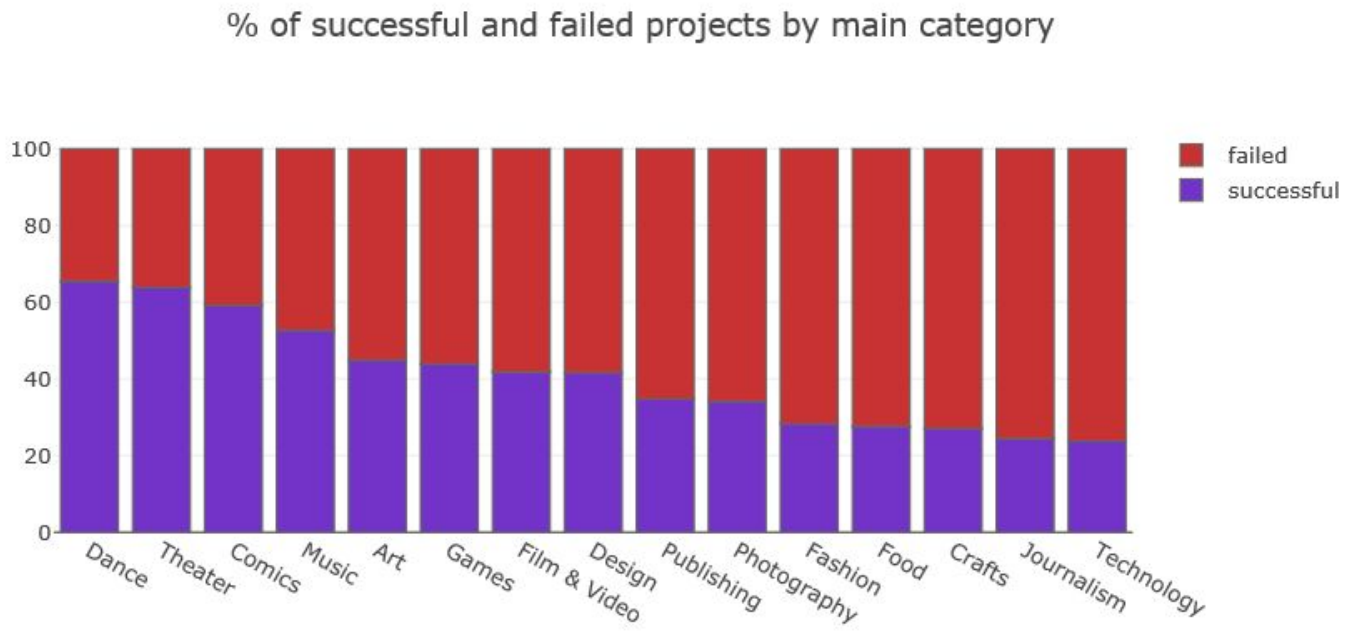
Distribution of State



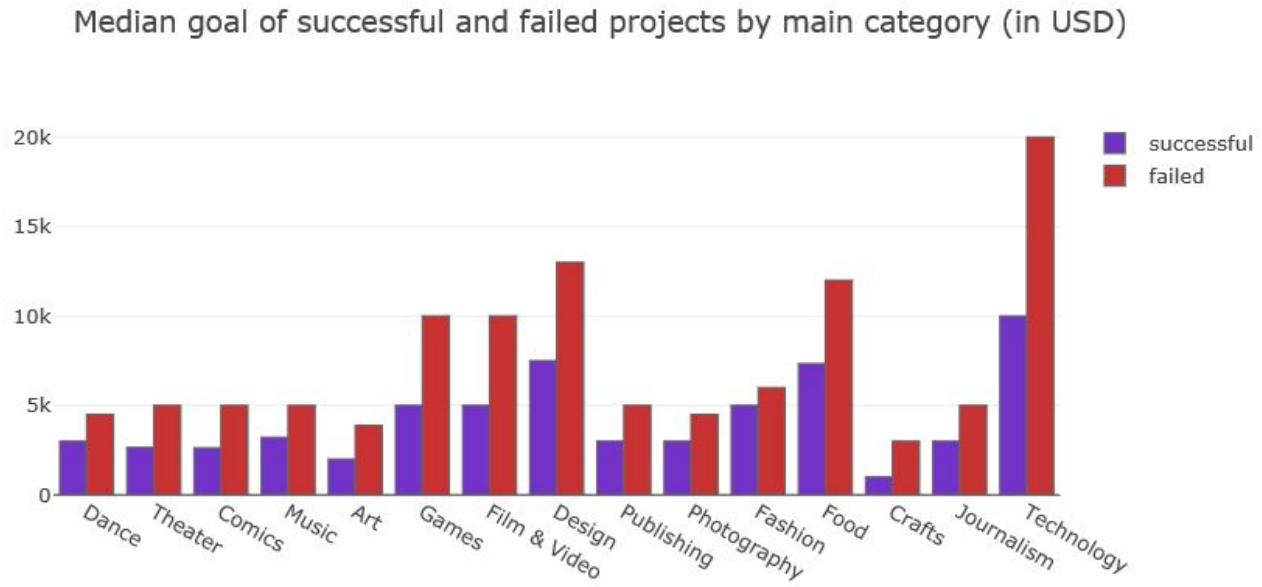




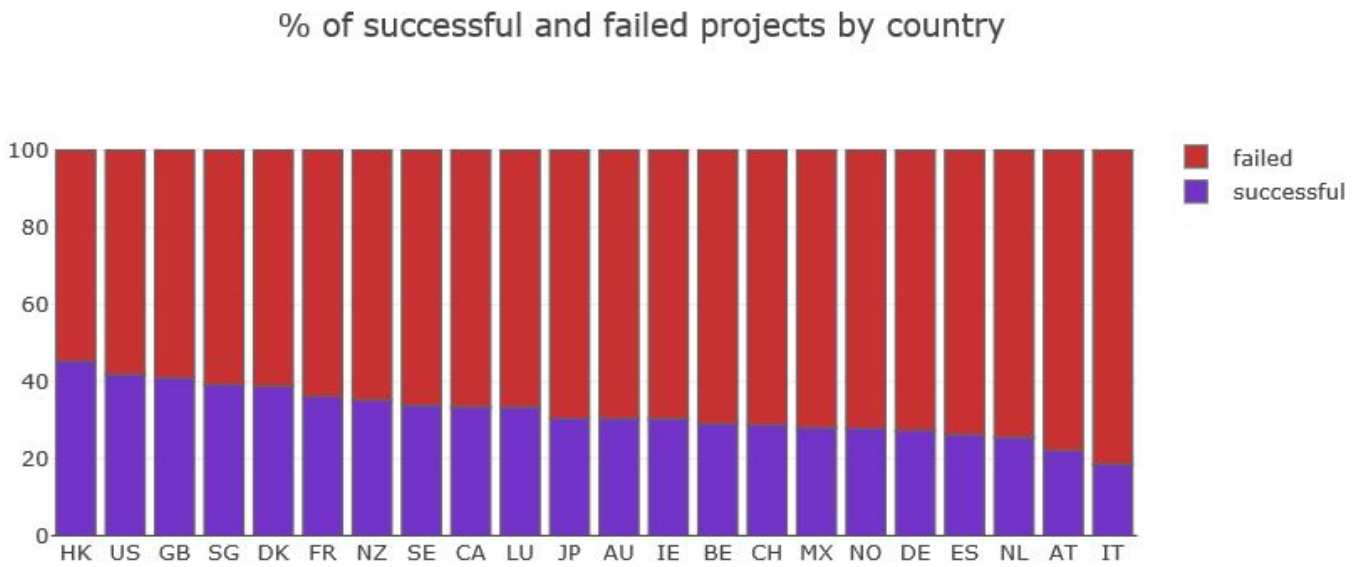
State by Main Category



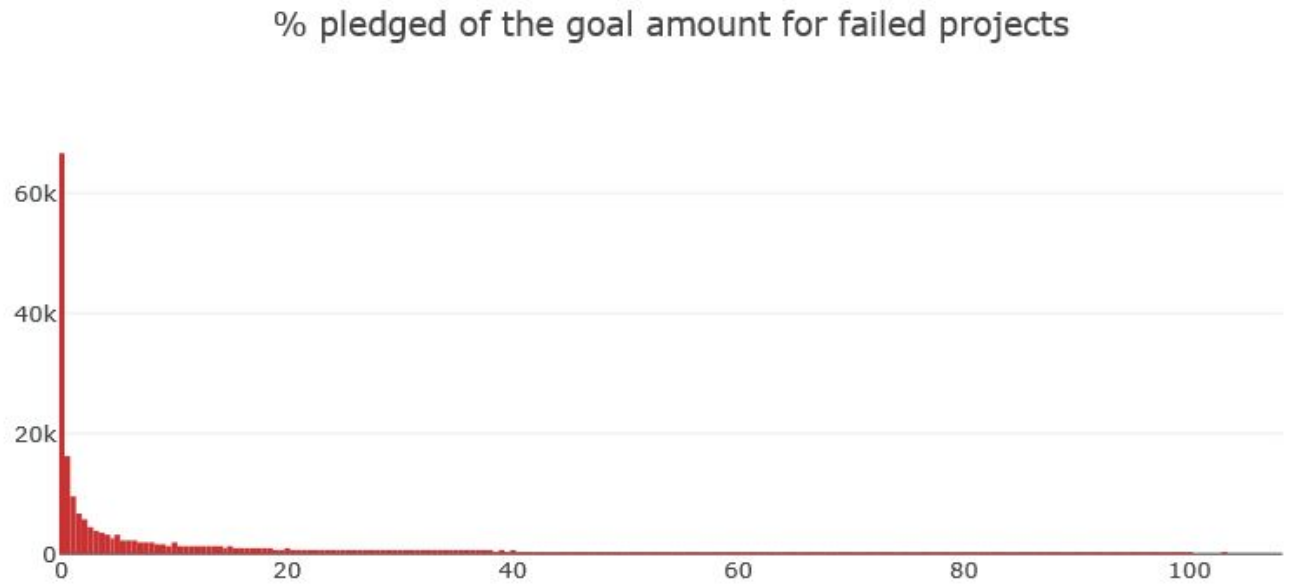
Goal of projects by Main Category



State by Country

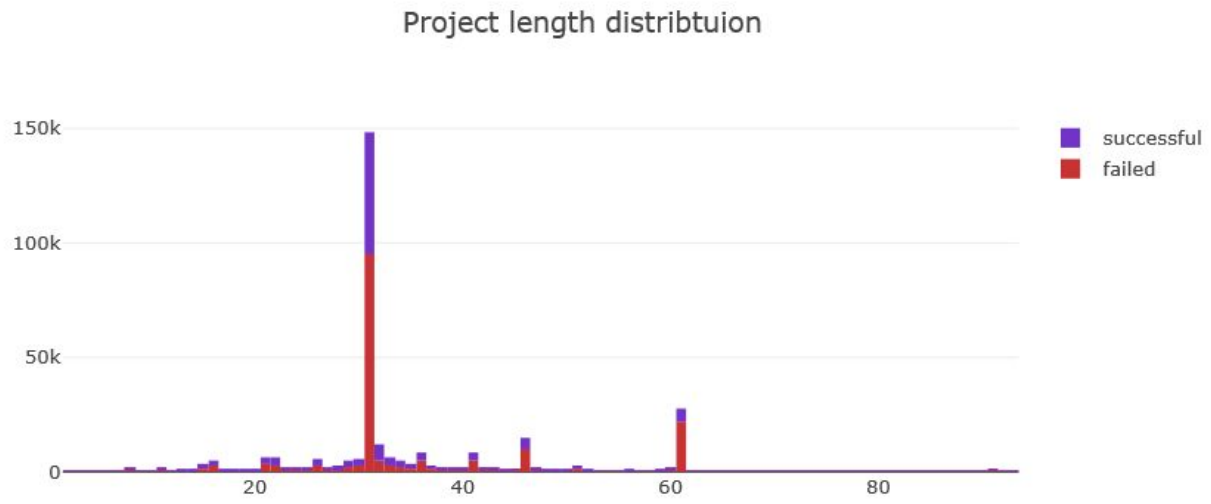


Pledged vs. Goal for Failed Projects



Project Length Distribution

Mean days for failed projects: 35.17
Mean days for successful projects: 32.16



Variables in Model

```
df_features.head()
```

	main_category	state	country	usd_goal_real	project_length
0	Art	successful	US	0.01	10
2	Film & Video	failed	US	0.15	52
3	Art	successful	MX	0.49	2
4	Film & Video	failed	US	0.50	8
5	Publishing	successful	MX	0.55	33

Dummy Variables for categories

```
# Categorial columns to numerical using dummy variables
df_features = pd.get_dummies(df_features)
```

```
df_features.head(5)
```

ID	state	backers	usd_pledged_real	usd_goal_real	project_length	main_category_Art	main_category_Comics	main_category_Crafts	main_category_Da
620302213	1	6	100.00	0.01	10	1	0	0	
9572984	0	0	0.00	0.15	52	0	0	0	
1379346088	1	7	16.41	0.49	2	1	0	0	
219760504	0	0	0.00	0.50	8	0	0	0	
69101025	1	2	522.81	0.55	33	0	0	0	

5 rows × 57 columns

Train/Test Data Split

```
# Split the data to train and test
df_train, df_valid = train_test_split(df_features,
                                      test_size = 0.25,
                                      random_state=2018)
```

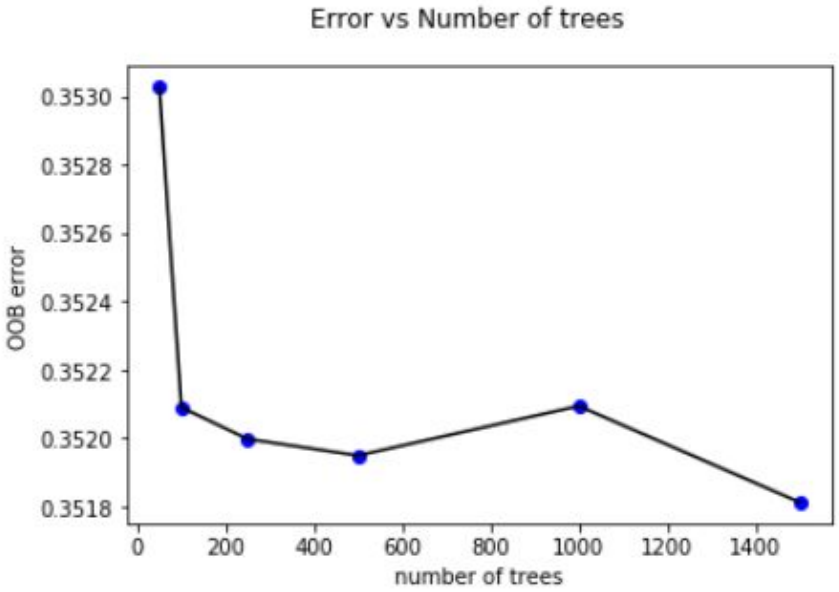
```
df_train['state'].value_counts()
```

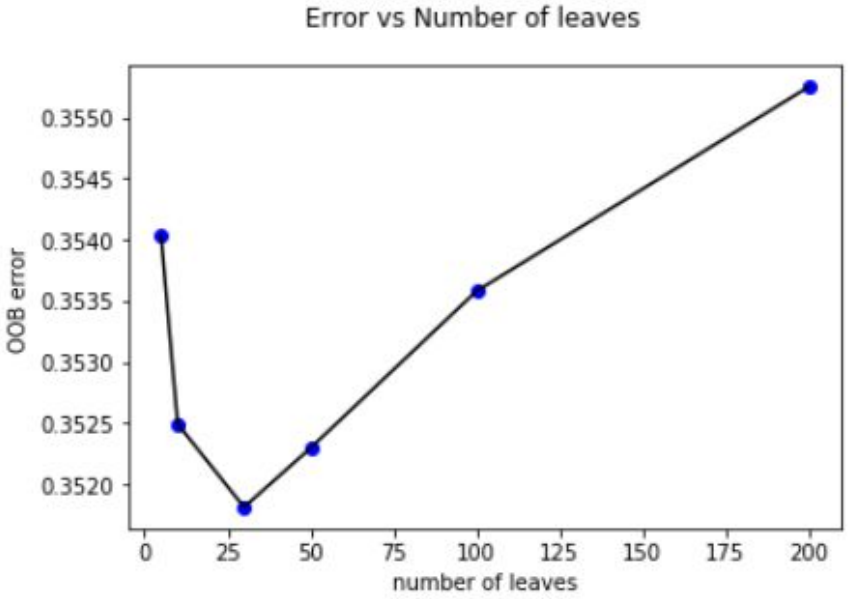
```
0    148174
1    100342
Name: state, dtype: int64
```

```
df_valid['state'].value_counts()
```

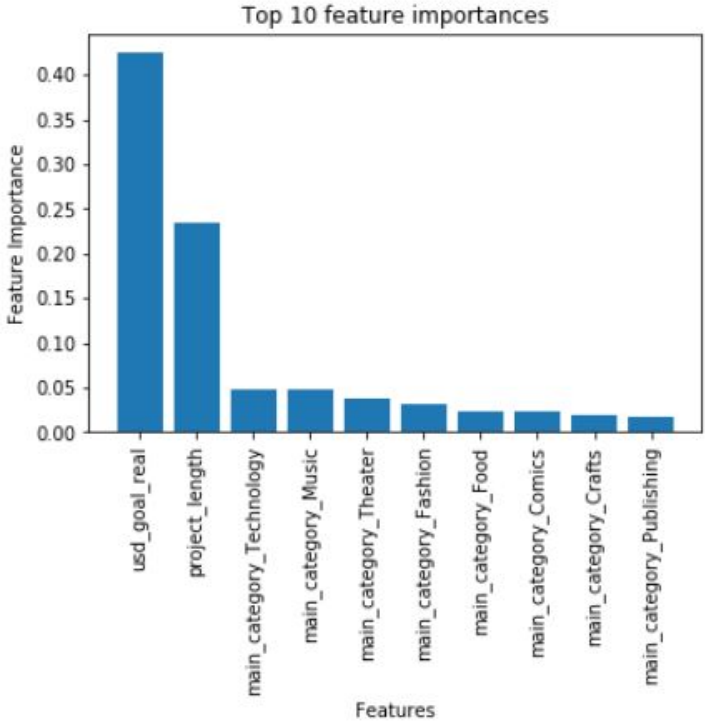
```
0    49348
1    33491
Name: state, dtype: int64
```

Random Forest





Feature Importance



Model Accuracy

```
conf_df_pct = conf_df/conf_df.sum(axis=0)
round(conf_df_pct*100, 1)
# Fairly Successful results
```

	failed	successful
failed	73.9	44.3
successful	26.1	55.7

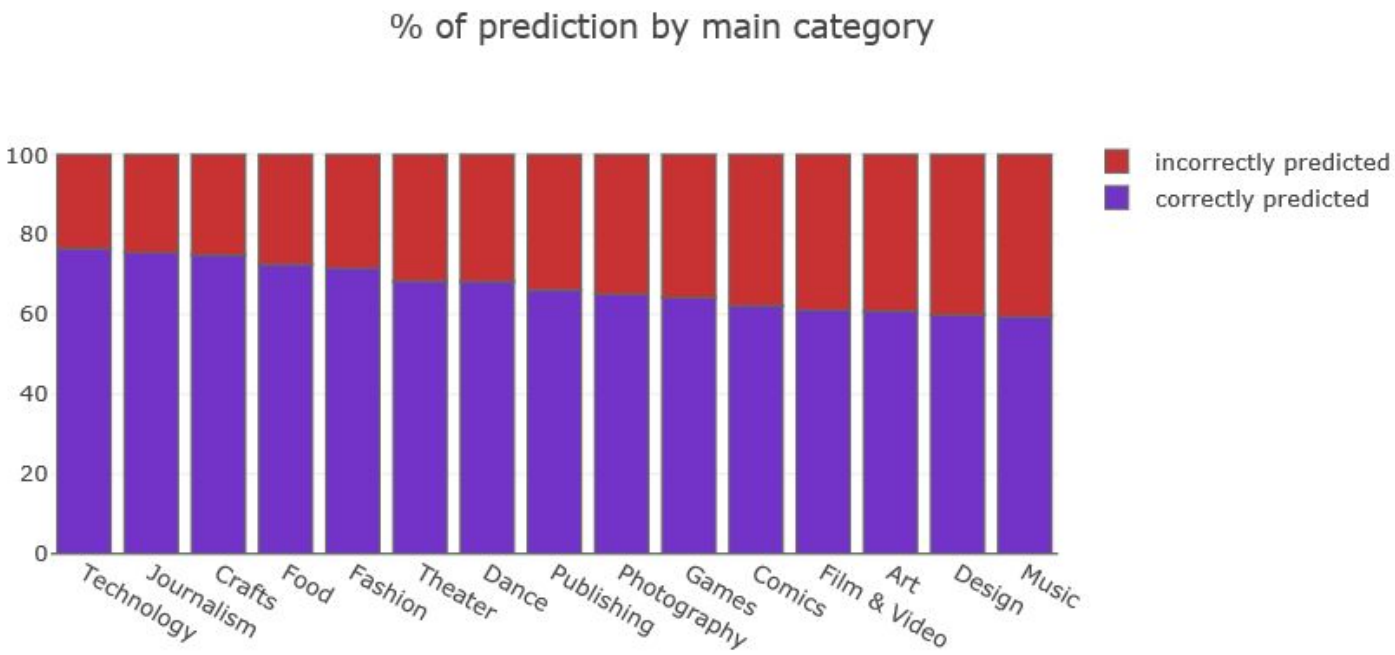
```
# Class-level performance: 0.646
f1_score(y_true=y_test,
         y_pred=y_pred_test,
         average='macro')
```

```
0.6464496575100216
```

```
# Overall performance across all classes: 0.651
f1_score(y_true=y_test,
         y_pred=y_pred_test,
         average='micro')
```

```
0.6509373604220234
```

% Prediction by Main Category



Key Findings

- Some categories are more likely to be successful
- Projects with higher goal amount are more likely to fail
  - Most failing projects are pledged less than 20% of the goal amount
  - Goal amount is the biggest contribution in the model

Challenges

- Not enough features from data
  - Most features are not in project owner’s control
- Still **65%** accuracy is **NOT BAD**!

Recommendations & Future Research

- Get other features that are more in project owner's control
- Try other classifier models
- Try on other fundraising platforms - Indiegogo, GoFundMe

Questions?