

# KICKSTARTER

## Kickstarter Campaign Predictor

Is Kickstarter the right choice for your project?

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# App Motivation

- Kickstarter is arguably today's most popular crowdfunding site for entrepreneurs and innovators
- Uses an “all-or-nothing” funding approach—if funding goal is not met by the deadline, then the project fails
- Goal is to help any aspiring project creator gauge their likelihood of success with Kickstarter before committing to a campaign
- Demo!



# Data

- webrobots.io scraped data from all of Kickstarter's past projects
- For sake of relevance and ease of computation, only used the 21,000 most recent projects
- Each observation represents a given campaign, and contains a number of information such as:
  - Campaign Name & Description
  - Number of Backers
  - Primary/Parent Categories
  - Campaign Goal & Deadline
  - Campaign State—Success or Failure



Web Robots

### Kickstarter Datasets

We have a scraper robot which crawls all [Kickstarter](#) projects and 2016 we run this data crawl once a month. Datasets are available

2020

- 2020-05-14 [\[JSON\]](#) — [\[CSV\]](#)
- 2020-04-16 [\[JSON\]](#) — [\[CSV\]](#)
- 2020-03-12 [\[JSON\]](#) — [\[CSV\]](#)
- 2020-02-13 [\[JSON\]](#) — [\[CSV\]](#)
- 2020-01-16 [\[JSON\]](#) — [\[CSV\]](#)

2019

- 2019-12-12 [\[JSON\]](#) — [\[CSV\]](#)
- 2019-11-14 [\[JSON\]](#) — [\[CSV\]](#)

# Model—Metrics for Success

- Used a Random Forest model to predict the “final state” of a campaign
- After dummy encoding categorical variables, resulted in 201 features
- Initial metric for success was to achieve an AUC of 0.90+
- Model achieved a test AUC of 0.884 and a test accuracy of 80%

Test Data Evaluation

AUC	Accuracy
<b>0.884</b>	<b>0.802</b>

# Key Insights

- Most important features from model:
  - **Campaign Goal**—smaller goals lead to higher probability of success
  - **Campaign Duration**—longer campaigns provide a larger window to meet goal
  - **Length of Campaign Name and Blurb** (respectively)—better descriptions can attract more funding
  - **Staff Pick?**—getting featured will give your project page more web-traffic
- Product Design and Food related products tend to be more successful
- Projects started in the U.S. are more likely to succeed

# Thank you!

**KICKSTARTER**

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