Predicting Kickstarter Project Success

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Project Goal:

Predict whether a Kickstarter project succeeds or fails.
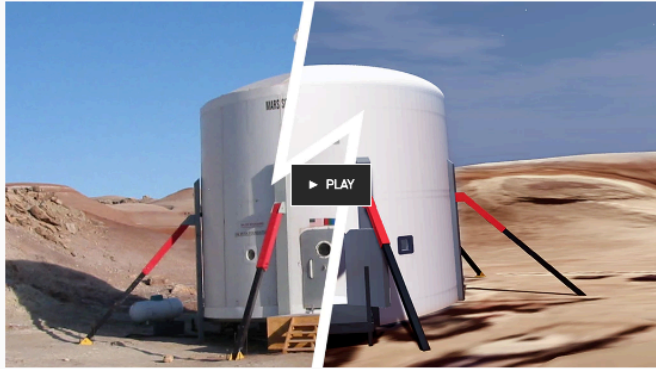
*Kickstarter project is considered successful and receives the funds only
if it reaches its goal within the set deadline.*

Data

- **Webrobots.io** (Originally ~ 200,000 records => 80,000 projects)
  - US projects
  - 2013-2017 launch year
  - Status Completed: Successful / Failed
  - Project Goal $500+

- **Count of Reward Tiers**
  - BeatifulSoup => Kickstarter

- **Consumer Confidence Index at Project Launch**
  - Source: Organization for Economic Co-operation and Development

- **Blurb Sentiment Compound Score** (vaderSentiment)

Developed Features

- Project length

- Is this your first project? (based on creator ID)

- Project category (15 features)

Successful vs. Failed Projects (2013-2017)
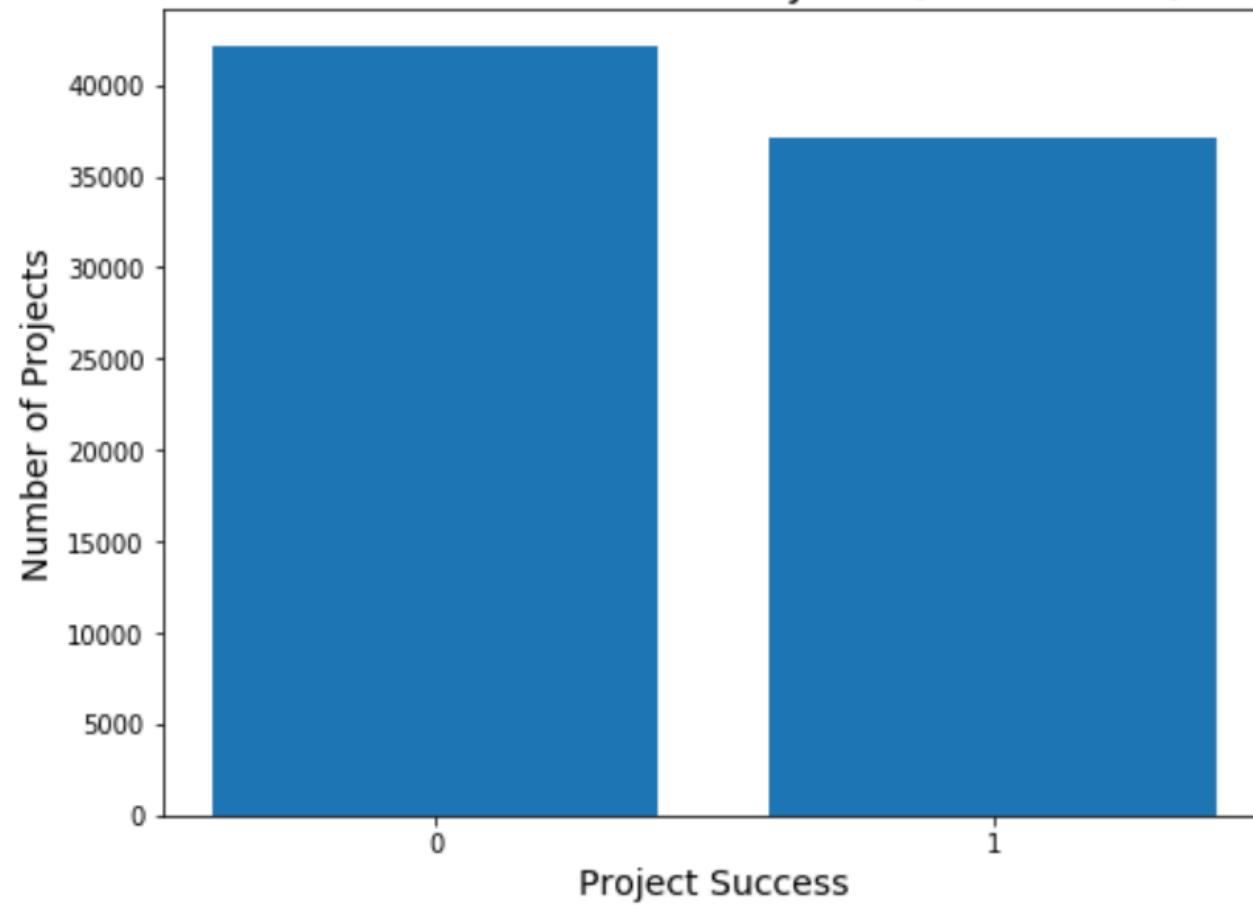
Model Comparison: Test Accuracy Score

Baseline: **0.537**
(most popular guess)

Test Accuracy Score

Model	Score
Logistic: three base features	0.643
Logistic: NB Gaussian & Bernoulli probas	0.683
KNN: top 8 features	0.748
Logistic: top 10 featuers	0.752
Logistic: all features	0.755
MajorityVote: RF, LogR, KNN	0.767
RandomForest: all features	0.789
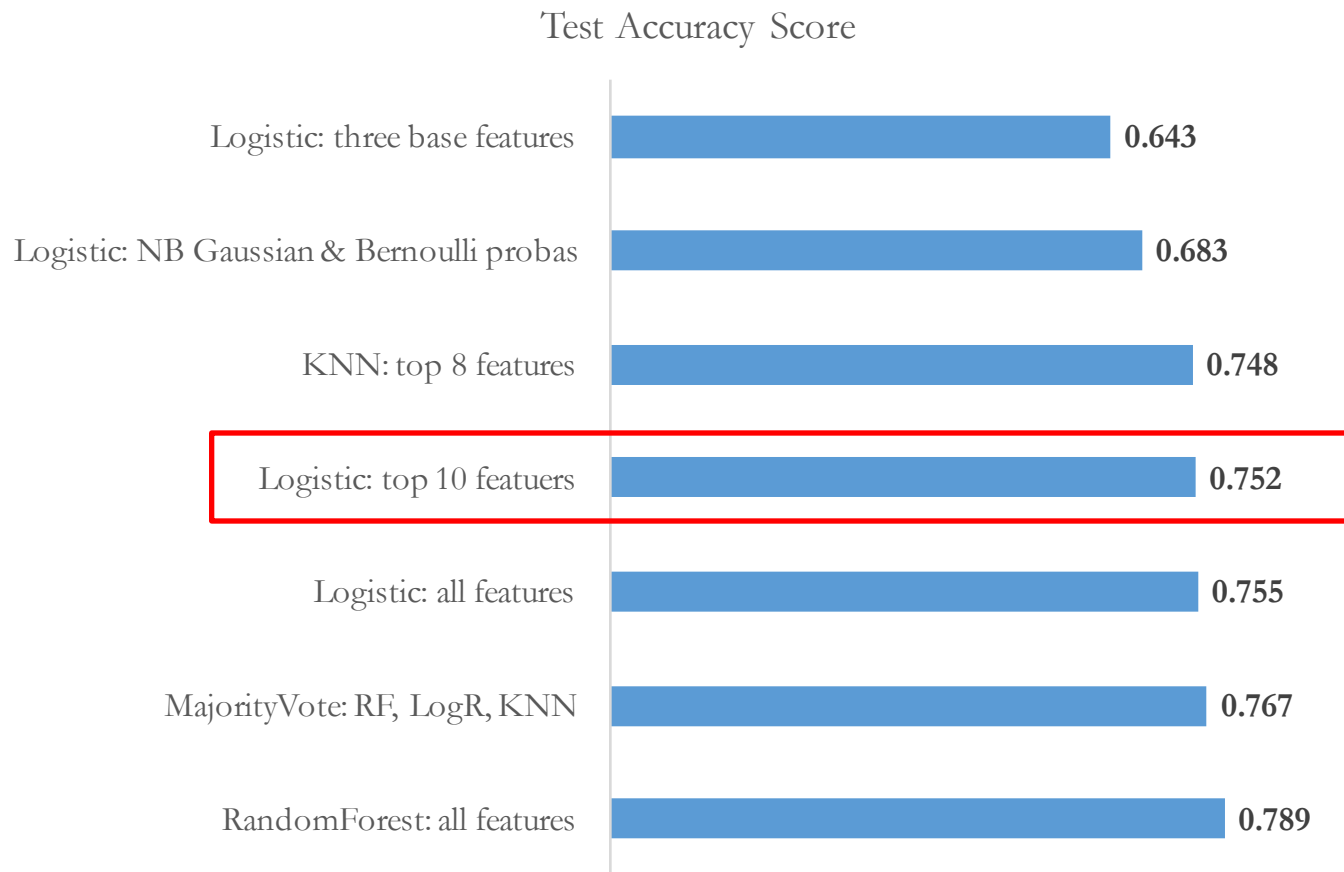
Model Comparison: ROC/AUC
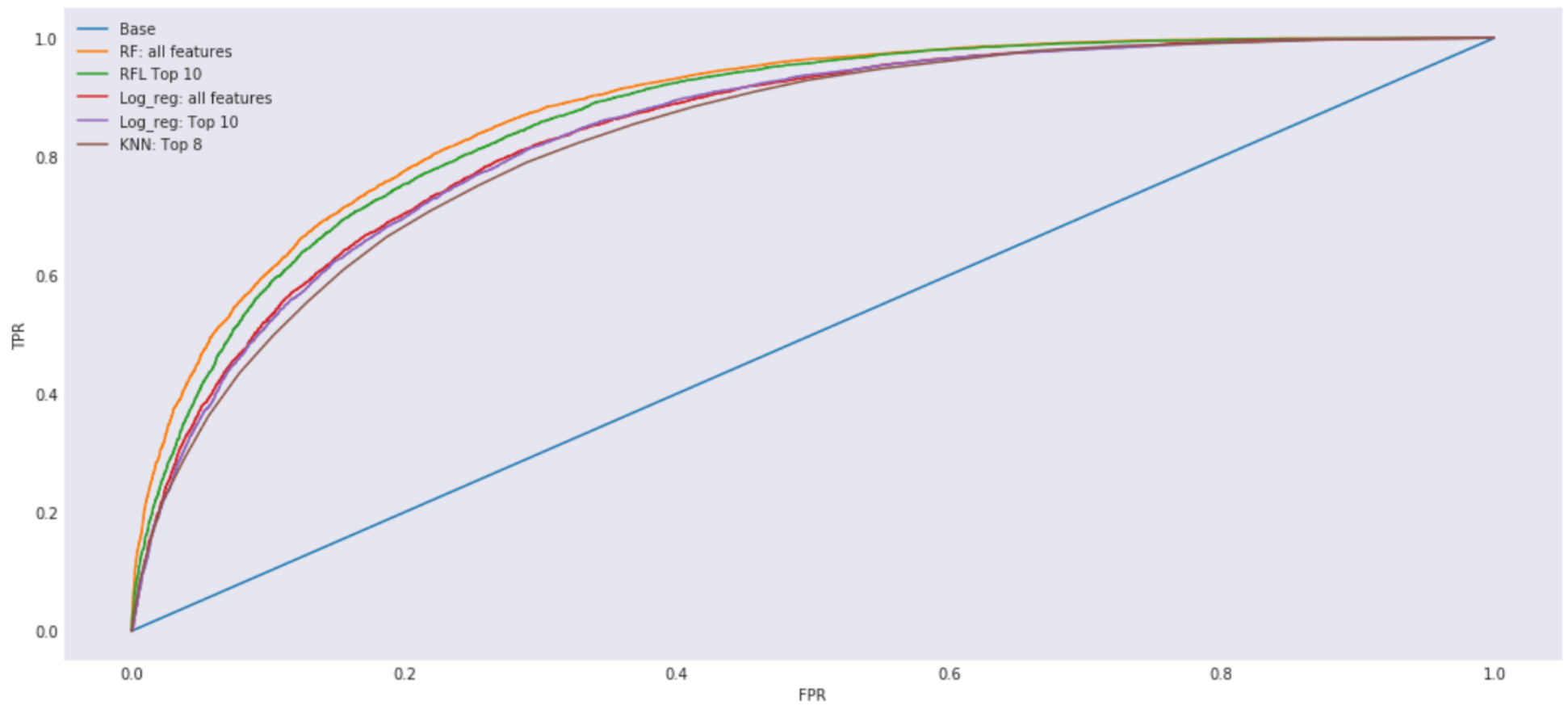
Logistic Regression: Top 10 Features

Feature	Coef	exp Coef
$ Goal	-28.486	0.000000000044%
Project Length	-0.254	78%
First Time Project	-0.275	76%
CCI at Project Launch	-0.218	80%
Category: Journalism	-0.205	81%
Category: Crafts	-0.164	85%
Category: Music	0.219	124%
Category: Publishing	0.290	134%
Staff Pick	0.611	184%
Number of Reward Tiers	1.063	289%

```
                  precision    recall   f1-score

        0            0.75        0.80       0.78
        1            0.75        0.70       0.72

avg / total          0.75        0.75       0.75
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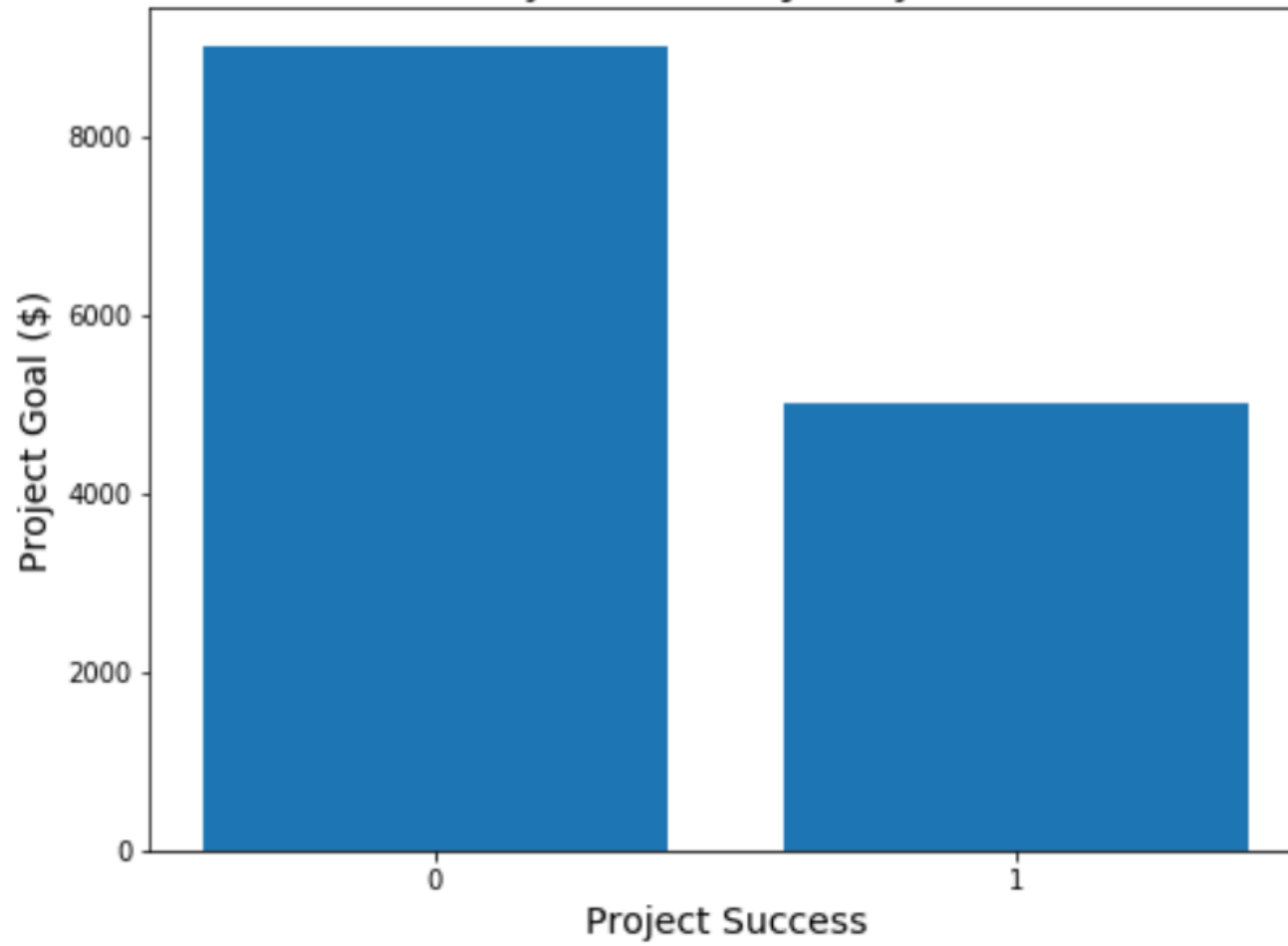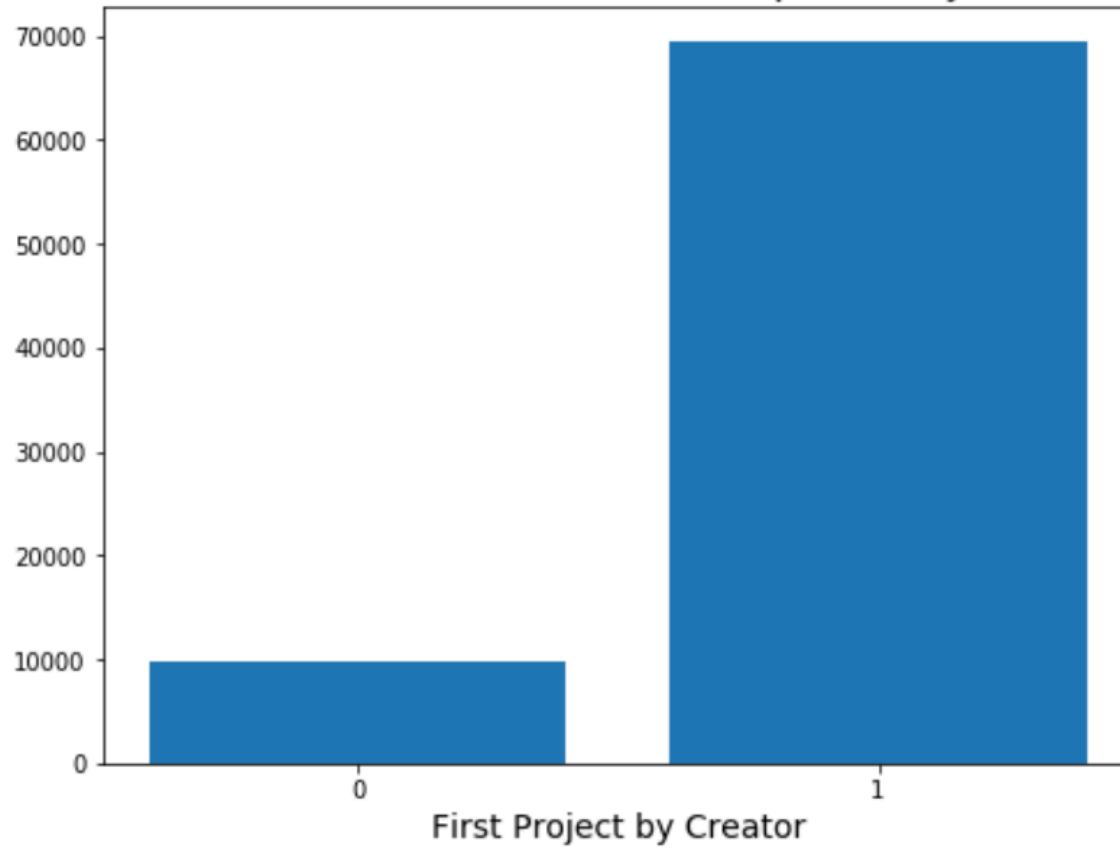
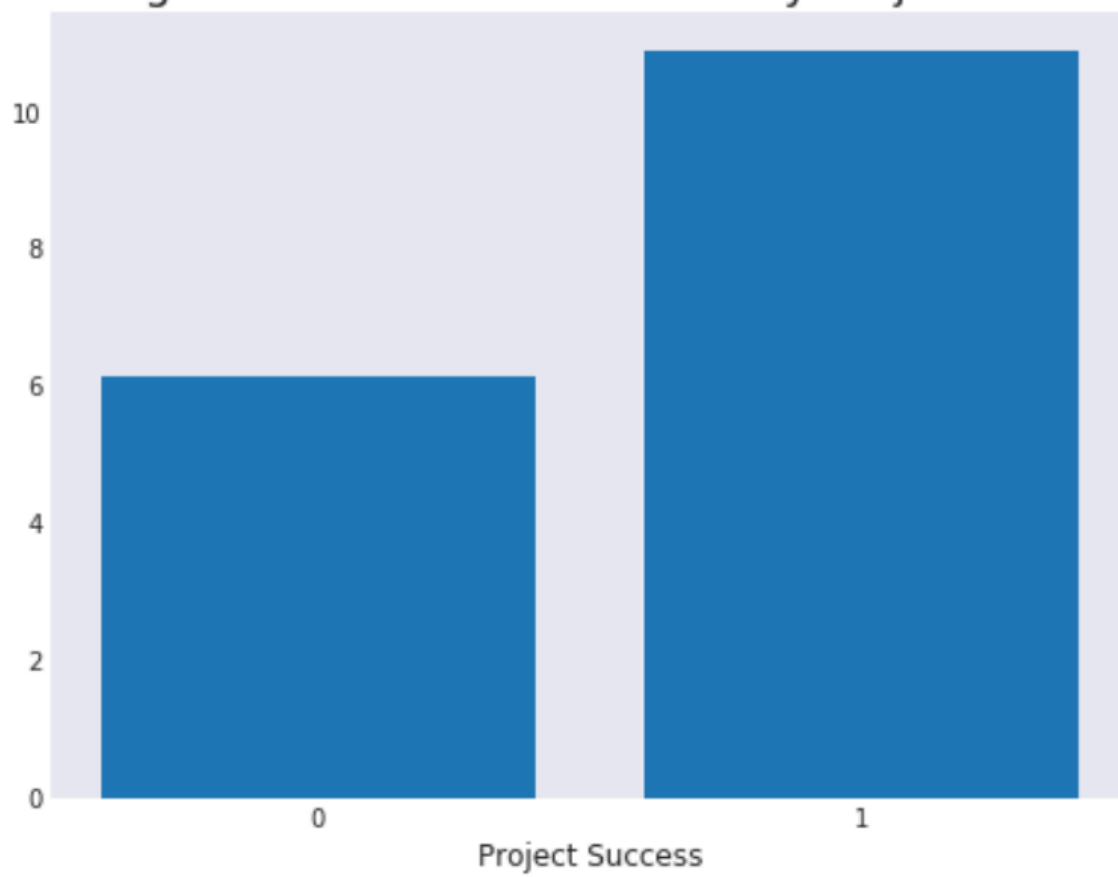*Thank you!*

Questions?

Appendix

Median Project Goal by Project Success

Number of First Time vs. Repeat Projects

Average Number of Reward Tiers by Project Success

Number of Projects in Each Category