

Predicting Kickstarter Project Success


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Project Goal:

Predict whether a Kickstarter project succeeds or fails.

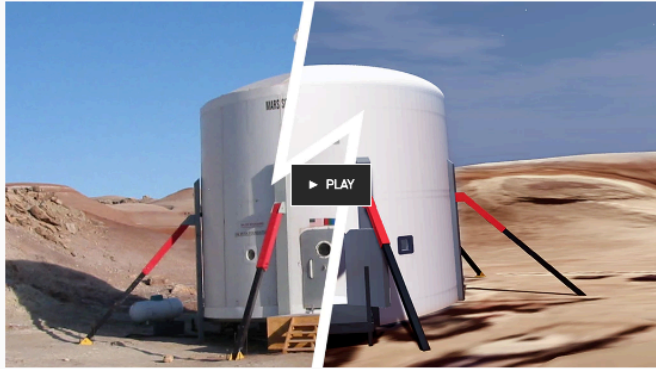
Kickstarter project is considered successful and receives the funds only if it reaches its goal within the set deadline.



By The Mars Society
First created

MarsVR - Virtual Reality Platform To Support Exploring Mars

The Mars Society is creating a virtual reality platform for serious research to support the human exploration of Mars.



\$20,443
pledged of \$27,500 goal



101 backers

18 days to go

Back this project

Remind me

Facebook Twitter Email RSS

K Project We Love  Space Exploration  Hanksville, UT

All or nothing. This project will only be funded if it reaches its goal by Fri, June 1 2018 12:00 AM EDT.

Campaign

FAQ ⁸ Updates ⁹ Comments ⁵ Community

About

The MarsVR program will be a unique multi-phase effort designed to pioneer the emerging field of **CrowdExploration**, which we define as the partnership between the first astronauts on Mars and VR experts and enthusiasts back on Earth. The Mars Society aims to develop a special VR platform to assist with the initial human exploration of Martian landing sites.

Phase 1 of the MarsVR program will focus on designing training simulations for the Mars Society's Mars Desert Research Station in Utah, providing direct assistance in preparing MDRS crew members for their analog research and testing. Since every moment at MDRS is valuable, just like actual astronauts working in space, the Mars Society wants its crew

Support

Make a pledge without a reward

\$ 10

Pledge \$5 or more

Digital Donor Certificate & Thank You

You'll receive a Digital Donor Certificate & personalized Thank You Note from Dr. Robert Zubrin.

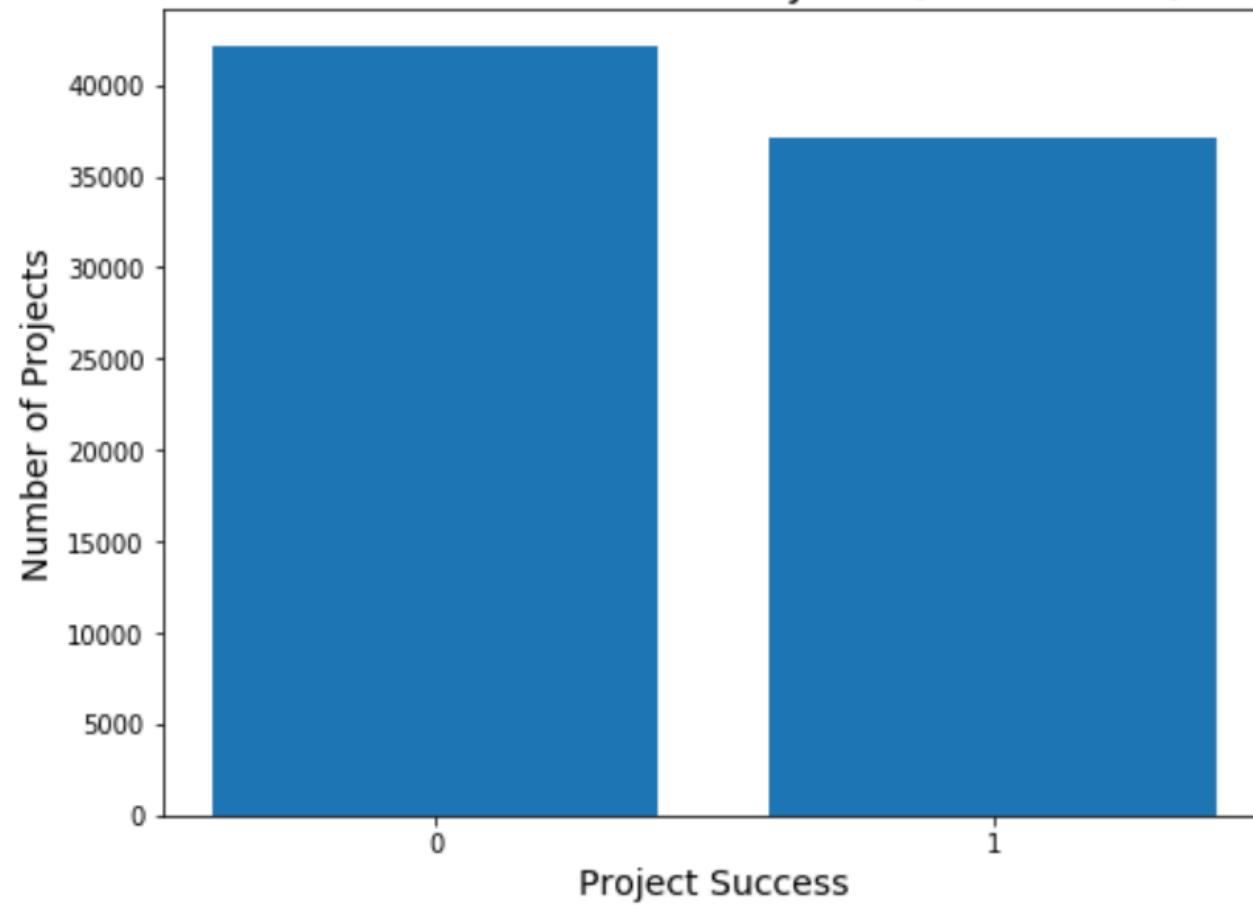
Data

- **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

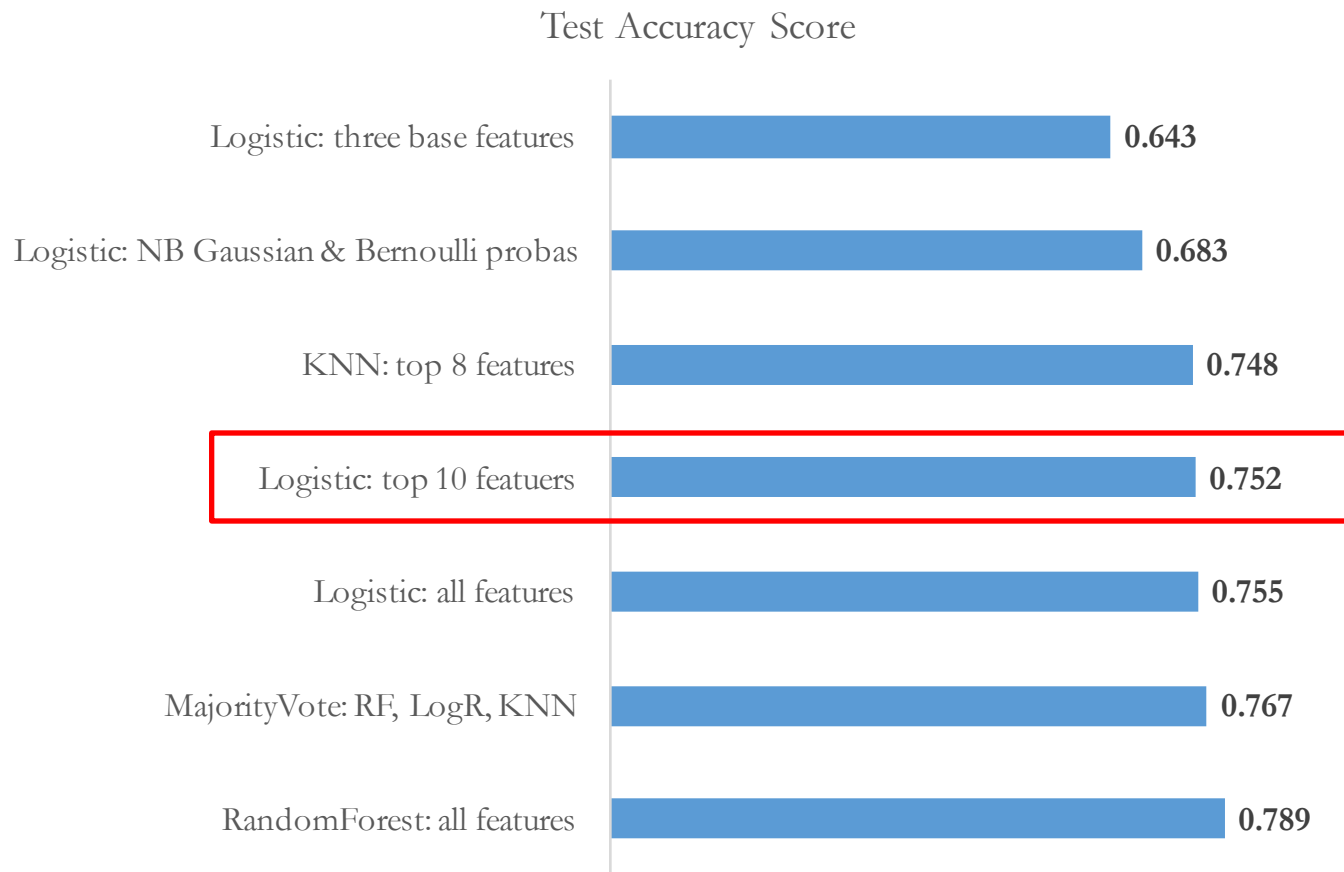
- Project length
- Is this your first project? (based on creator ID)
- Project category (15 features)

Successful vs. Failed Projects (2013-2017)

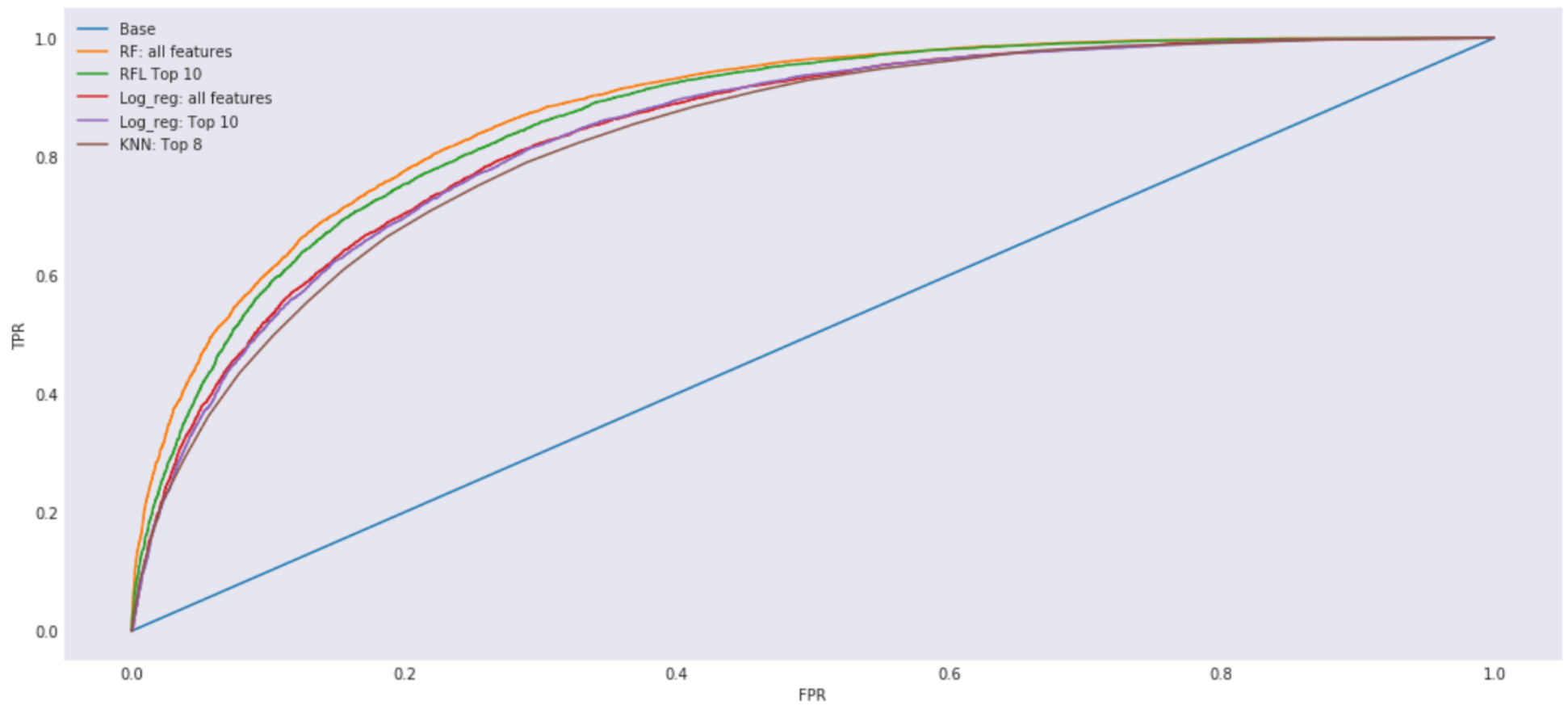


Model Comparison: Test Accuracy Score

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



Model Comparison: ROC/AUC



Logistic Regression: Top 10 Features

Feature	Coef	exp Coef
\$ Goal	-28.486	0.0000000000044%
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%



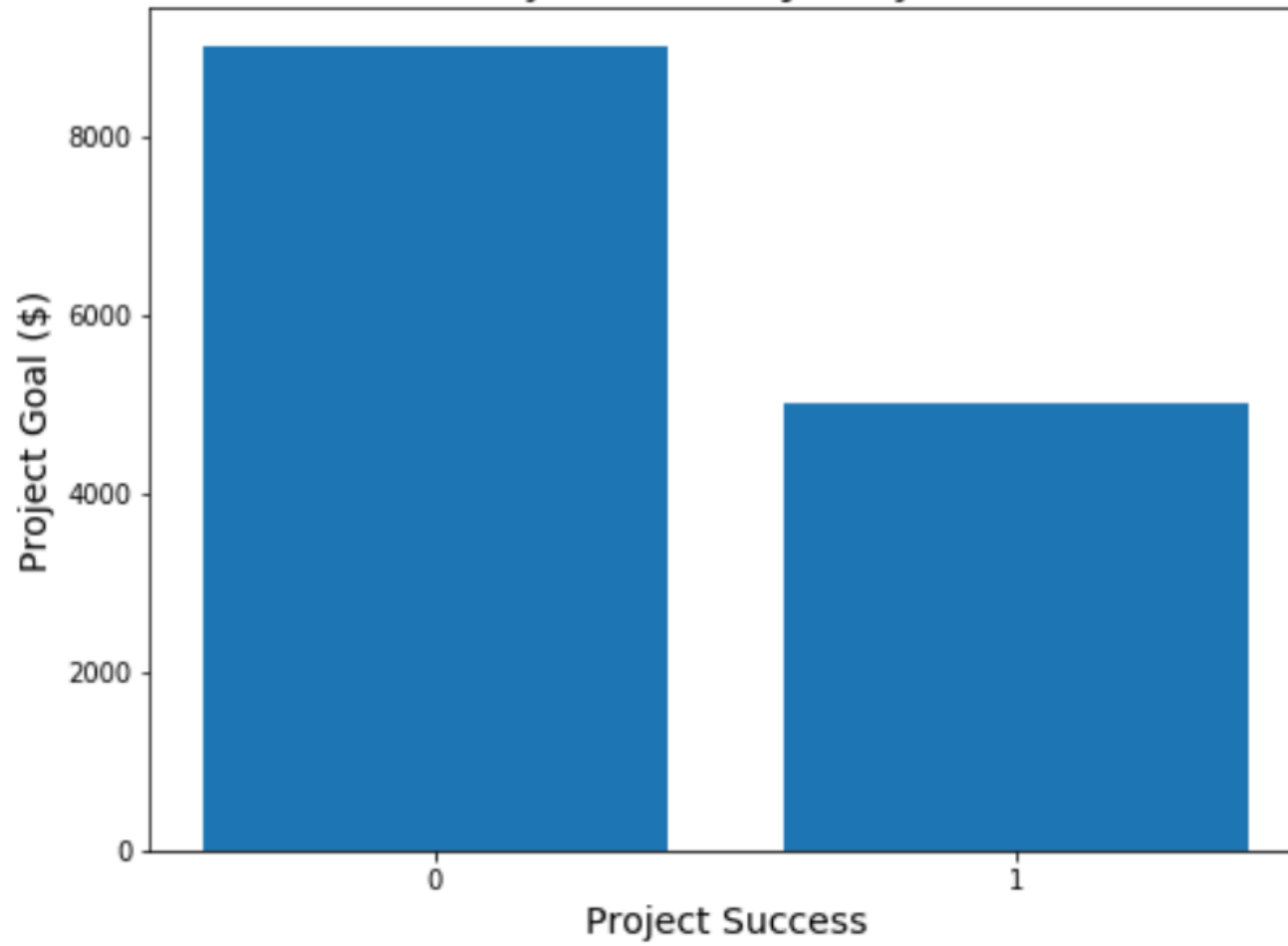
	precision	recall	f1-score
0	0.75	0.80	0.78
1	0.75	0.70	0.72
avg / total	0.75	0.75	0.75

Thank you!

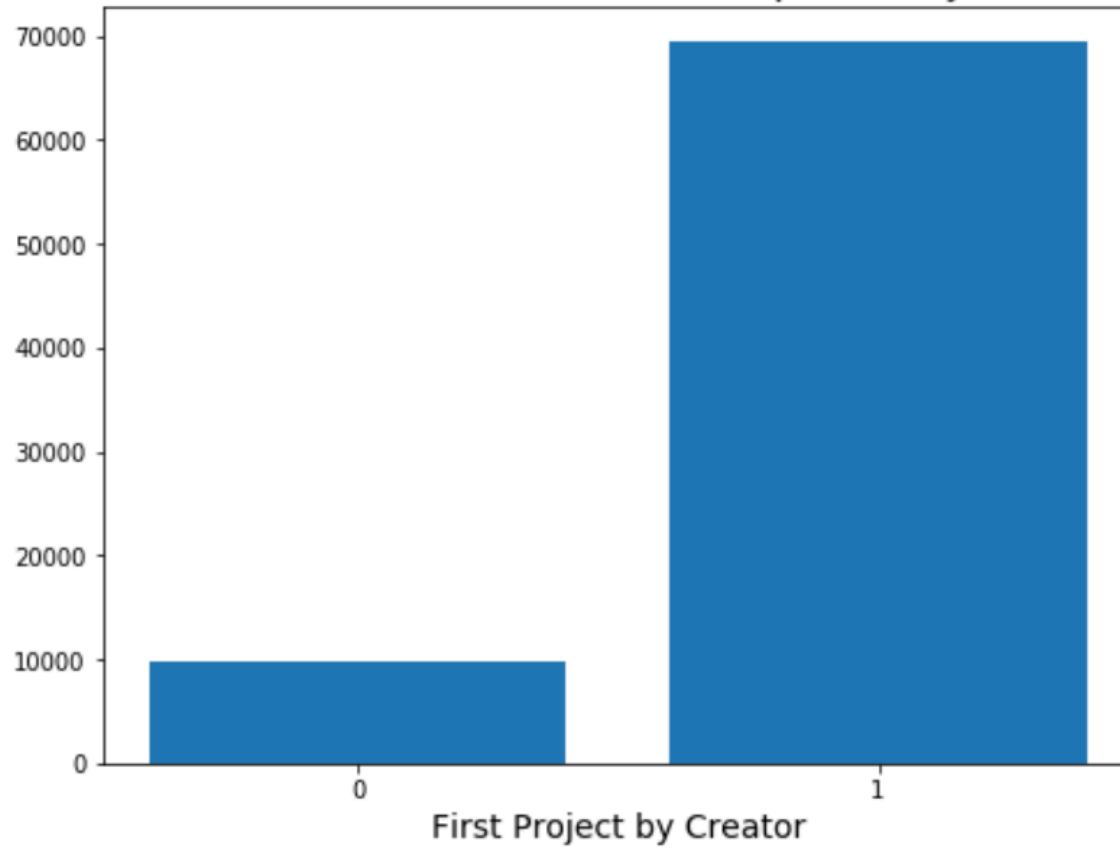
Questions?

Appendix

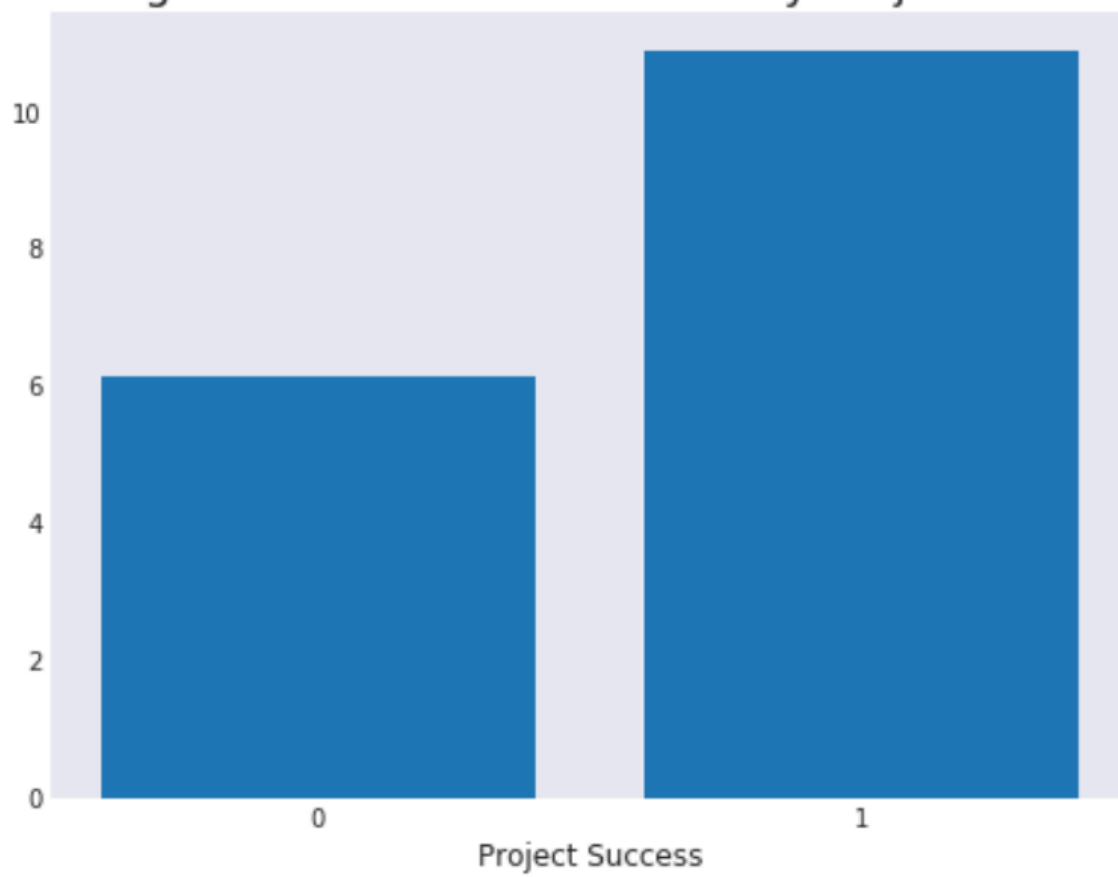
Median Project Goal by Project Success



Number of First Time vs. Repeat Projects



Average Number of Reward Tiers by Project Success



Number of Projects in Each Category

