



Helping your Kickstarter Campaign Reach its Goal

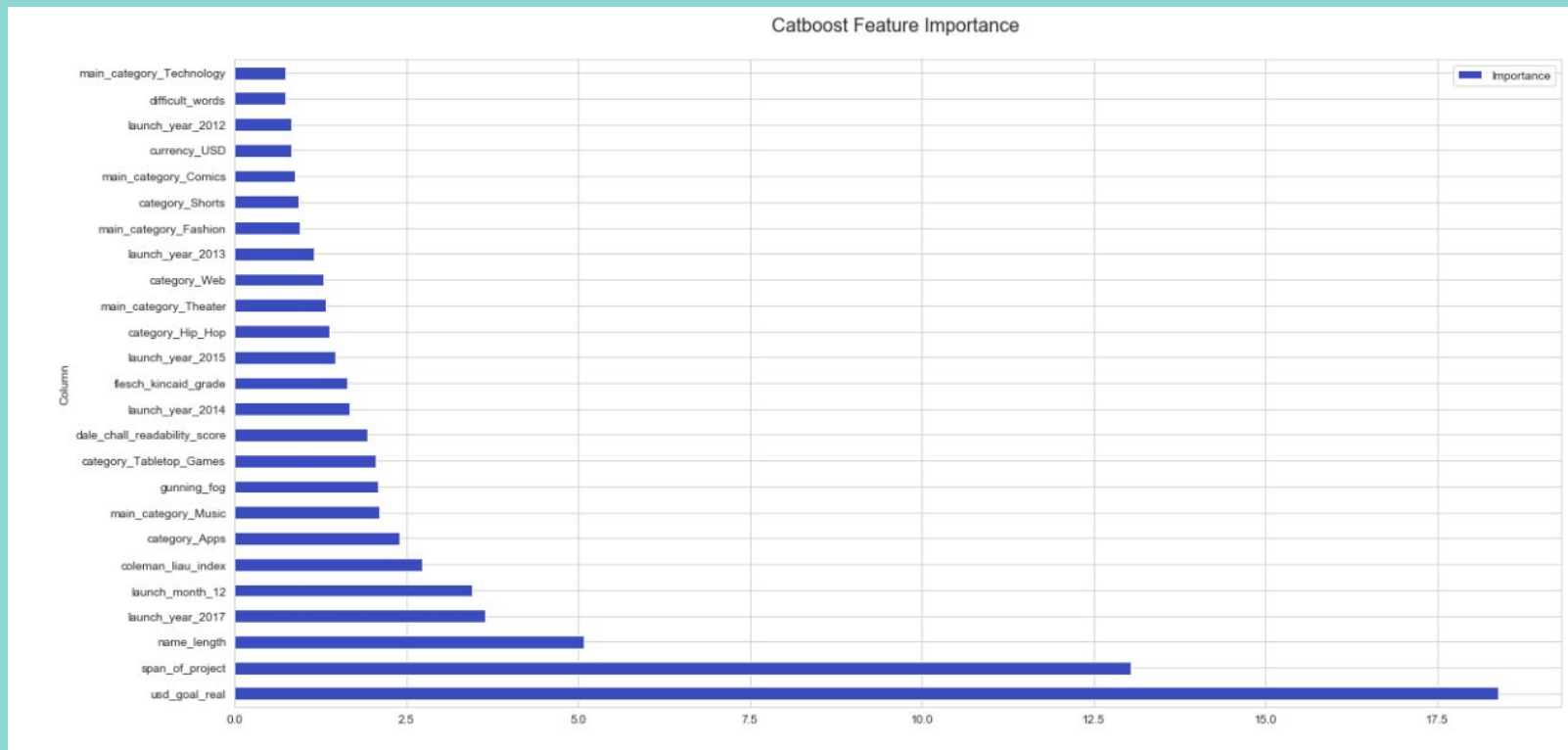
Emily Pfeifer
Module 3 Final Project



Top Classifiers

- 9 different models
- Most Accurate: CatBoost, Random Forest with GridSearch, Adaboost
- Predict success of campaign with 70-72% accuracy
- Catboost consistently best

CatBoost Top 25 Features





Catboost Top 25 Features

- Goal of Campaign (usd_goal_real) tops the list - 18.39
- Second place: Duration of Campaign (span_of_project) -13.04
- TextStat variables (measuring “quality of title) and Name_length
- Categories & Sub-Categories
- Launch date



Title Manipulation

- One of the easier elements of a campaign to control
- **Coleman Liau Index, Gunning Fog, Flesch Kincaid Grade** - “grade formulas” in that a score of 6 means that a sixth grader would be able to read the document.
- **Dale Chall Readability Score** - calculates grade in different way from other tests by utilizing lookup table of most commonly used 3000 English words
- **Difficult Words** - defined as those words which do not belong to a predefined list of common words
- **Name_length** - number of words in title



Categories and Sub-Categories

- Main Categories (in order): Music, Theatre, Fashion, Comics, Technology
- Music was also most common main category in dataset
- 15 total main categories in dataset
- Surprising that Games and Film & Video (second most common) did not make Top 25
- Sub-Categories (in order): Apps, Tabletop Games, Hip-Hop, Web, Shorts
- 159 sub-categories in total

Overlap between Top Classifiers

- 16 total items that appear in all three classifier top 25 feature lists
- 5 TextStat variables plus name_length
- usd_goal_real and span_of_project each in the top 5 for all three individual classifier models

```
{'category_Shorts',  
'category_Tabletop_Games',  
'coleman_liaw_index',  
'dale_chall_readability_score',  
'difficult_words',  
'flesch_kincaid_grade',  
'gunning_fog',  
'launch_year_2013',  
'launch_year_2014',  
'launch_year_2015',  
'main_category_Comics',  
'main_category_Music',  
'main_category_Theater',  
'name_length',  
'span_of_project',  
'usd_goal_real'}
```

Conclusion

- Goal of project is the most important
- Duration of project consistent second place
- Have someone proofread your title
- Main Categories: Music, Comics, Dance
- Sub-Categories: Shorts & Tabletop Games
- In the future, data on users creating campaigns could provide more insight