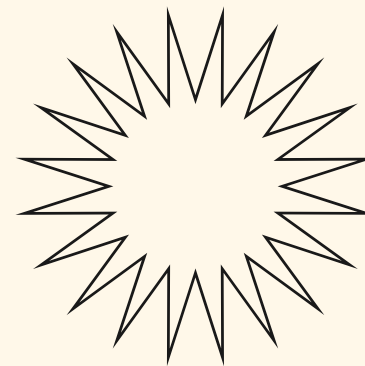


# KICKSTARTER FUNDING

A look into which project profile characteristics drive  
crowd-sourced funding.

October 1, 2021



Evelyn Johnson

# KICKSTARTER STATS

Launched in

**April 28,  
2009**

**\$6.1  
billion**

has been  
pledged.

**209,009  
projects**

have reached  
their funding  
goal.

# THE MISADVENTURES OF AWKWARD BLACK GIRL

Funding Goal	\$30,000
Funding	\$56,259
Backers	1,960



# FLEABAG

Funding Goal	£3,000
Funding	£3,955
Backers	54

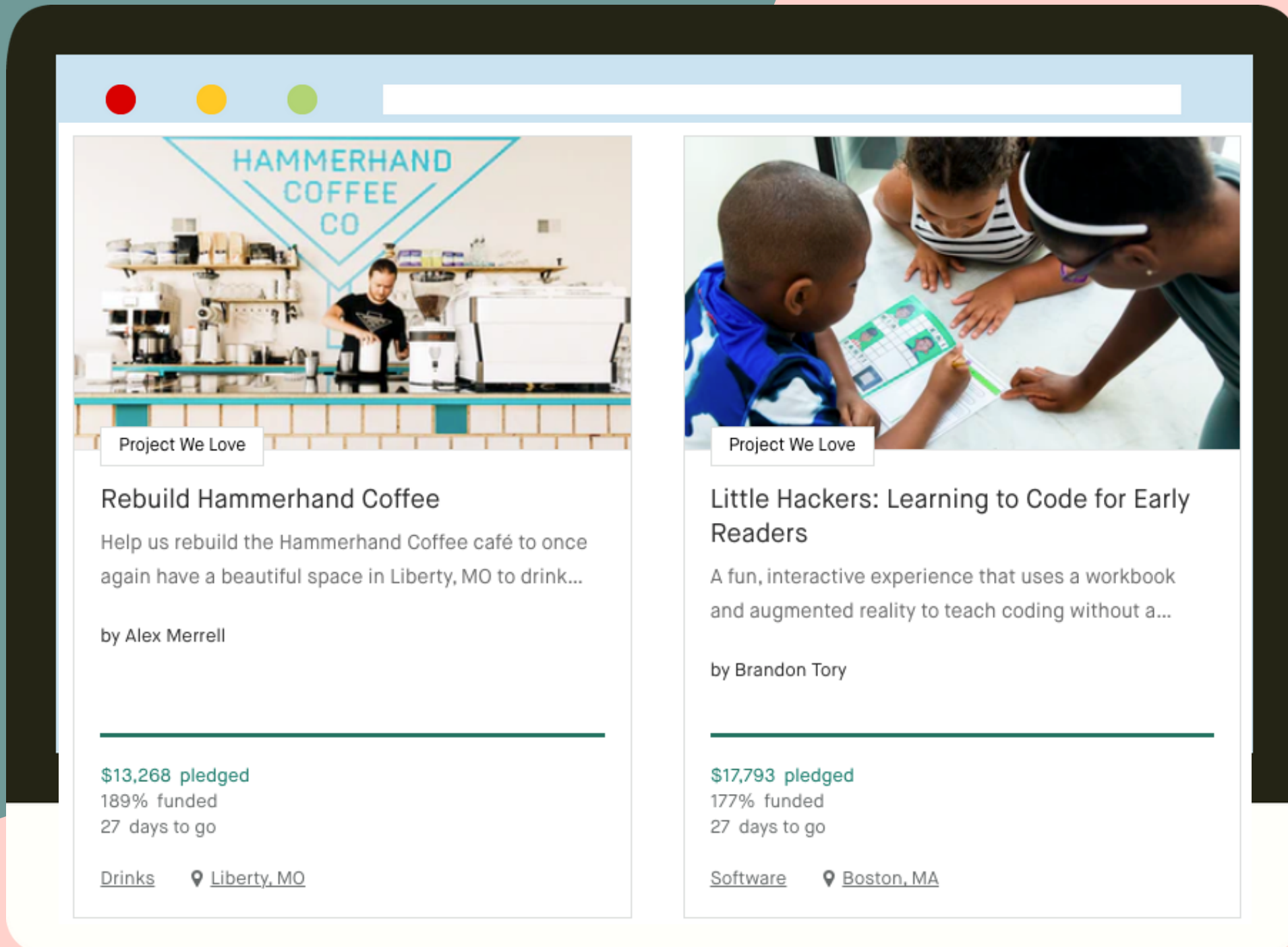




# DATA: PROJECT PROFILES

- ☀ Successful Projects
- ☀ Projects in US
- ☀ Sorted by end-date

Out of 147,028, I web-scraped the first 1,080.



# MODELING FRAMEWORK



**Funding**

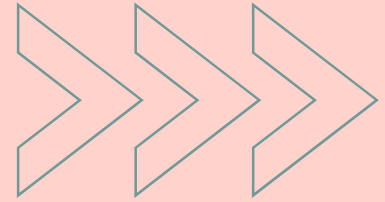
## **FEATURES:**

1. **Project We Love Tag**
2. **Number of Backers**
3. **Monetary Goal**
4. **Number of Pledge-Reward Options**
5. **Number of Backers for Lowest Pledge**
6. **Number of Backers for Highest Pledge**
7. **Length of Funding Period**
8. **Video Present**
9. **Location**
10. **Category**

# DATA CLEANING & OUTLIER ADJUSTMENT

Transformed categorical data,  
location and category, into  
dummy variables, as follows:

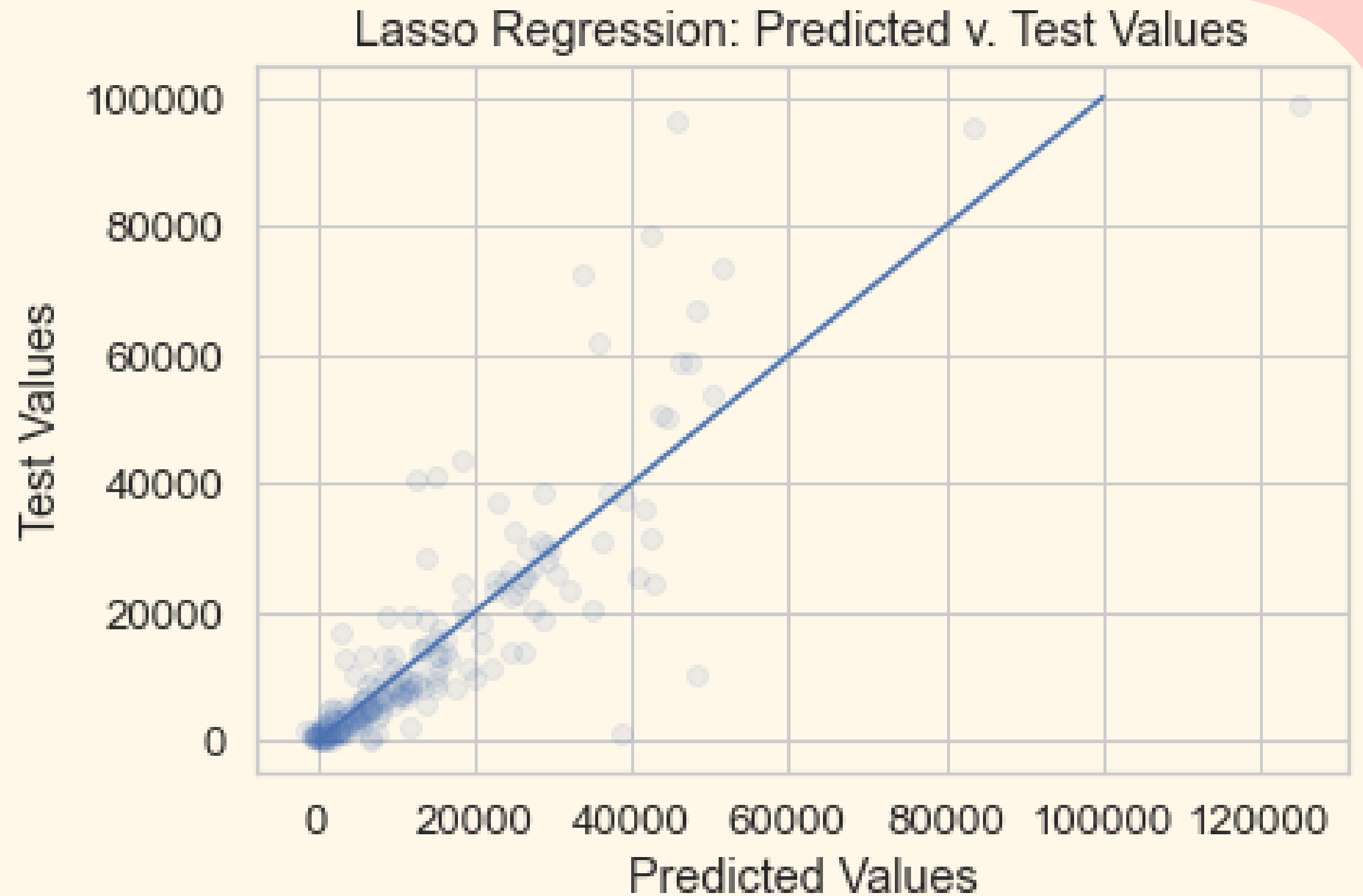
"Sculpture"      "Art"  
"Allentown, PA"      "Northeast"



Reduced dataset by 68  
points, removing rows with  
Funding  $\geq$  \$100,000.

# RESULTS

Predicted values using  
standardized values with  
funding under \$100,000



From the Lasso Regression  
Model, the Mean Absolute  
Error (MAE) = 4910

$R^2$ : 0.75

Most important features:

1. Number of Backers
2. Monetary Goal
3. Category: Technology



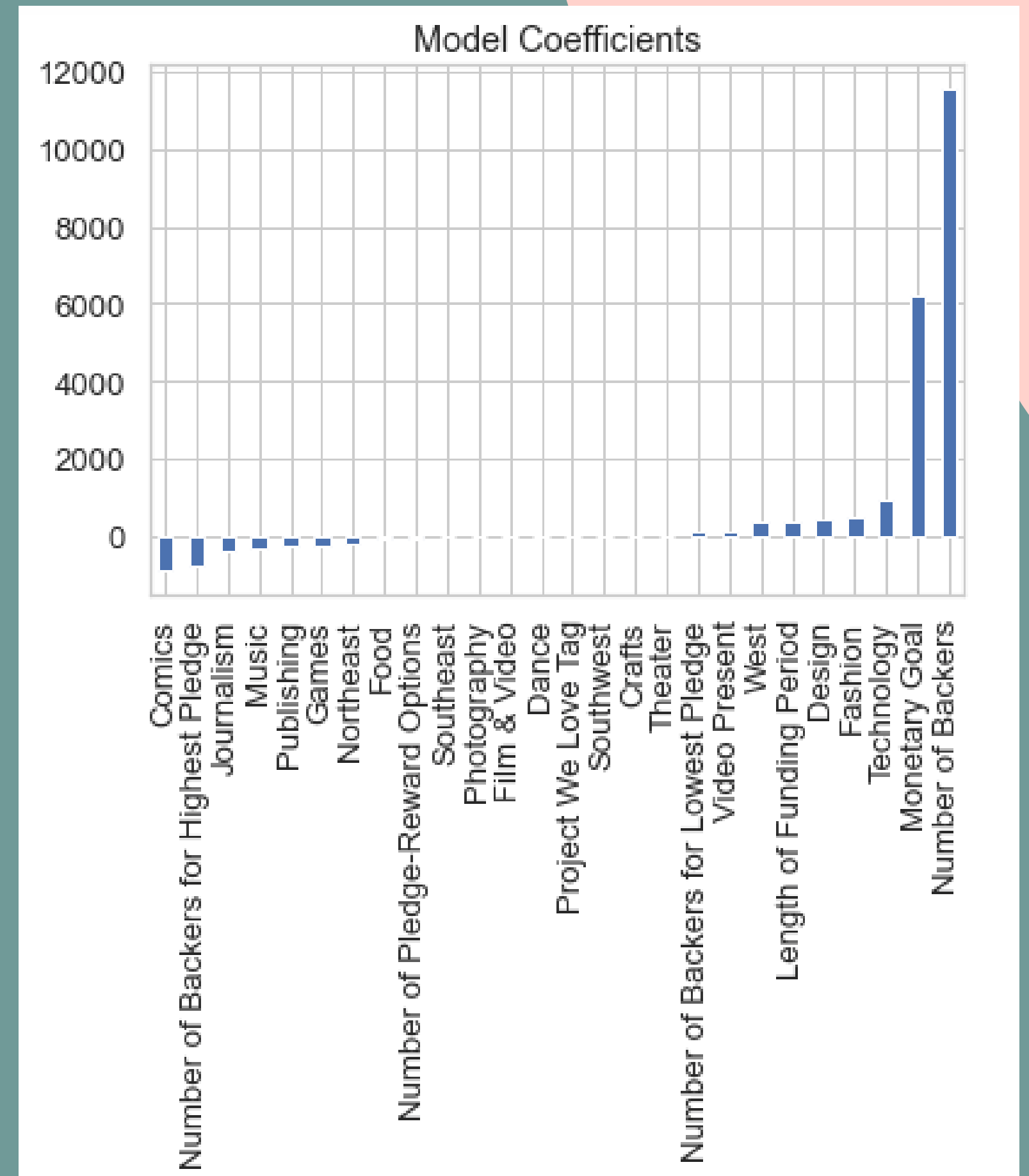
# MODEL COEFFICIENTS

## Highest Positively Correlated Coefficients:

1. Number of Backers, 11,543.39
2. Monetary Goal, 6,228.41
3. Technology, 915.93

## Highest Negatively Correlated Coefficients:

1. Comics, -879.41
2. Number of Backers for Highest Pledge, -738.32
3. Journalism, -363.20



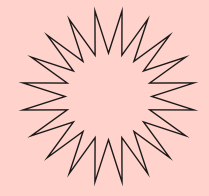
# CONCLUSION

Six features were zeroed out by linear regression: Project We Love Tag, Southwest, Crafts, Dance, Film & Video, Theater.

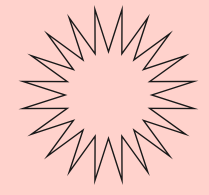
## Interesting Finds:

- Project We Love Tag was insignificant based on lasso regression
- Number of backers for the highest pledge option had a negative correlation
- The only geographic area with a positive coefficient was the West,

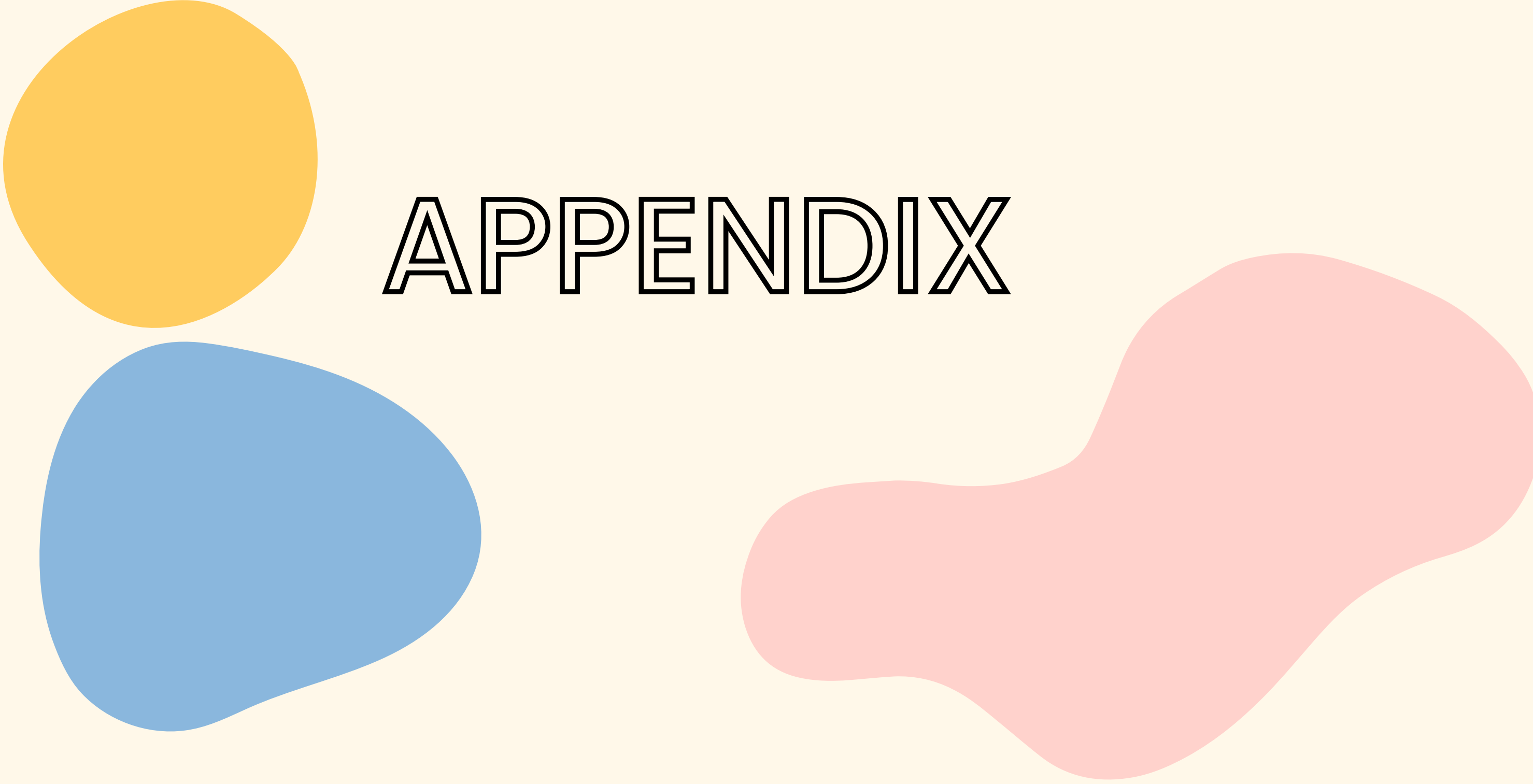
# FUTURE WORK



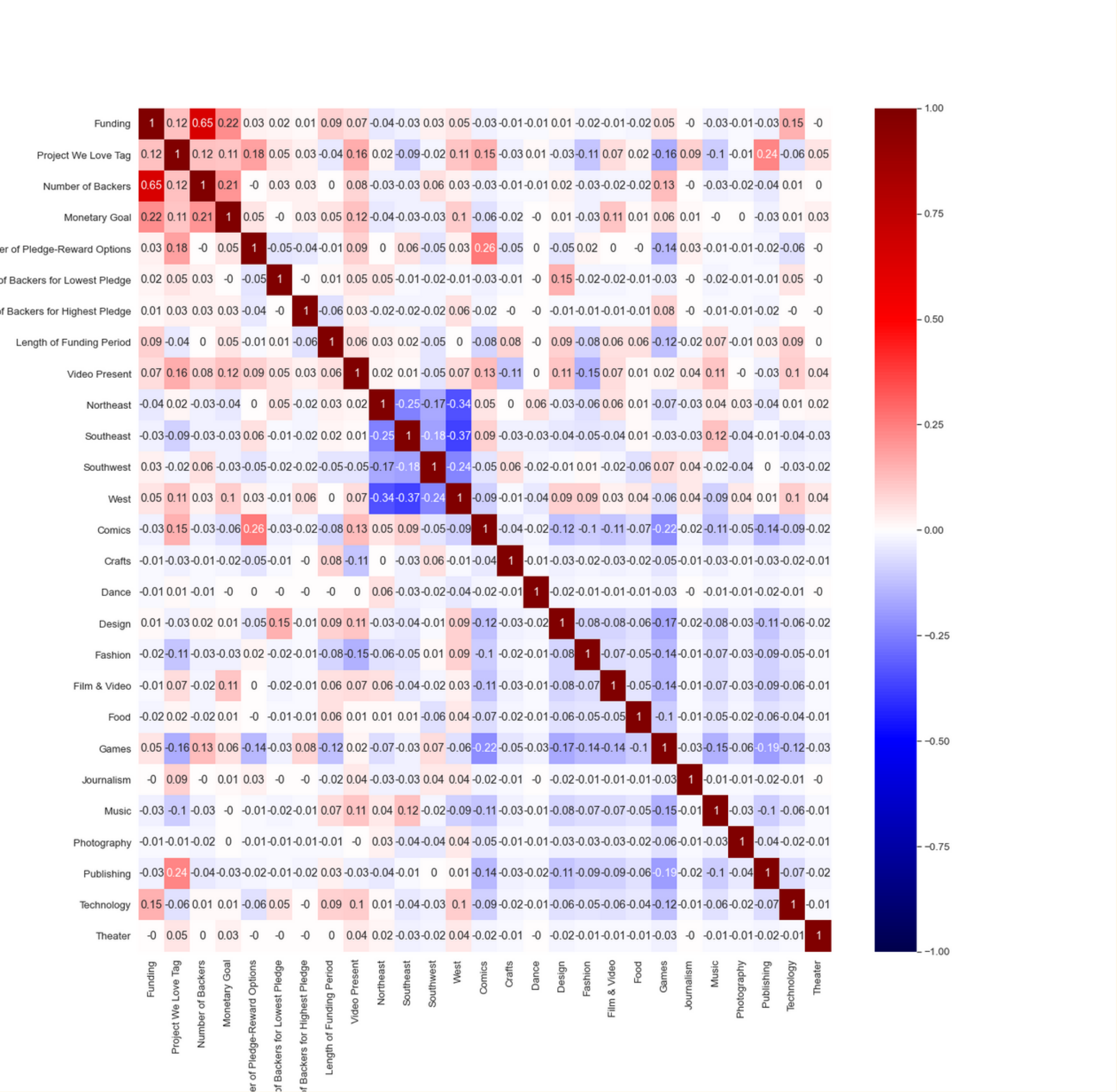
Investigate polynomial target-feature relationships



Acquire a larger dataset which includes international project profiles



# APPENDIX





# Distribution of Funding <\$100,000

