KICKSTARTER FUNDING

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

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KICKSTARTER STATS

Launched in

April 28, 2009

$6.1 billion

has been pledged.

209,009 projects

have reached their funding goal.

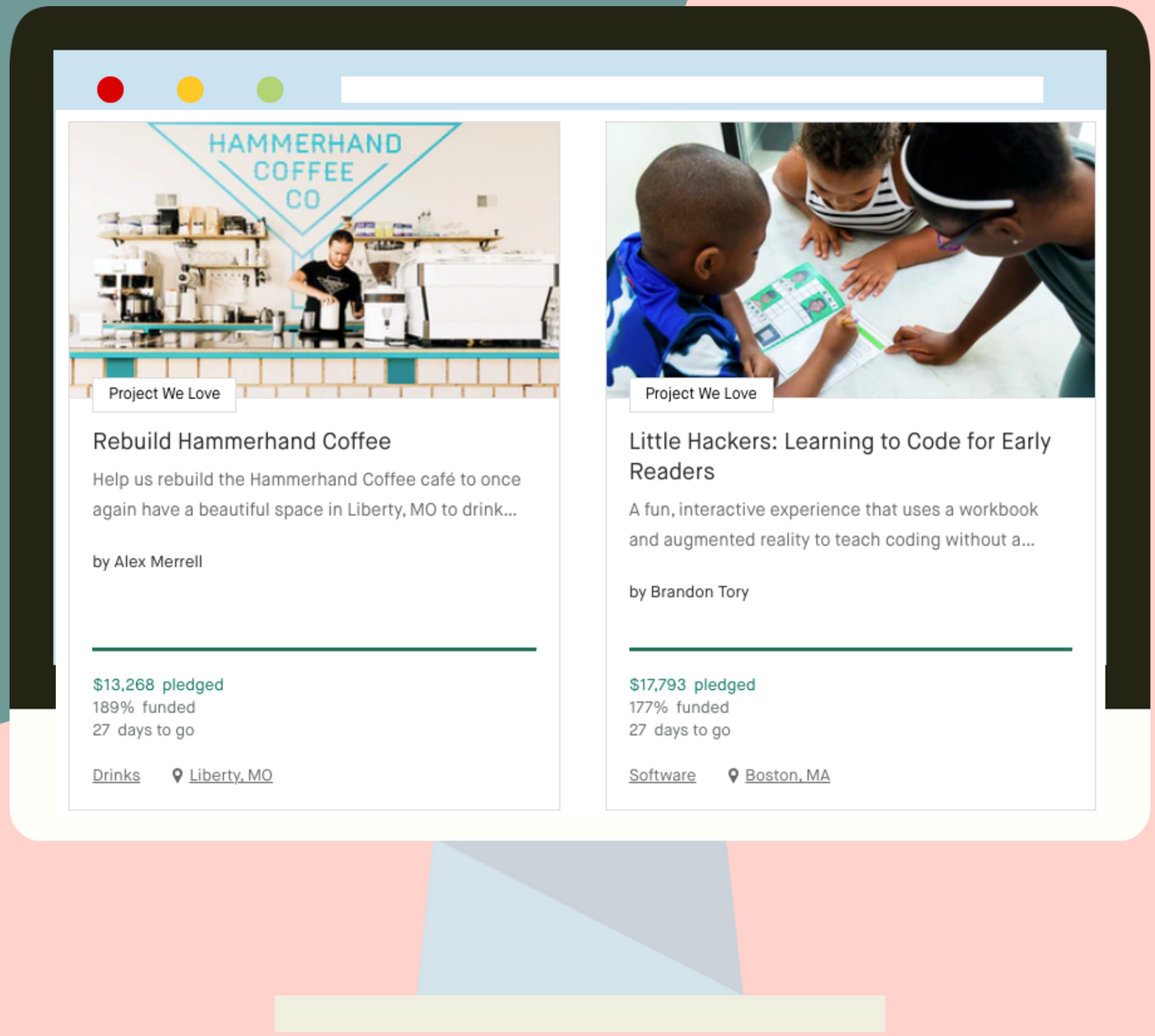
THE MISADVENTURES OF AWKWARD BLACK GIRL

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 using Beautiful Soup and Selenium.

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 >= $100,000.

RESULTS

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

From the Lasso Regression Model, the Mean Absolute Error (MAE) = $4,910

R^2: 0.75

Most important features:

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

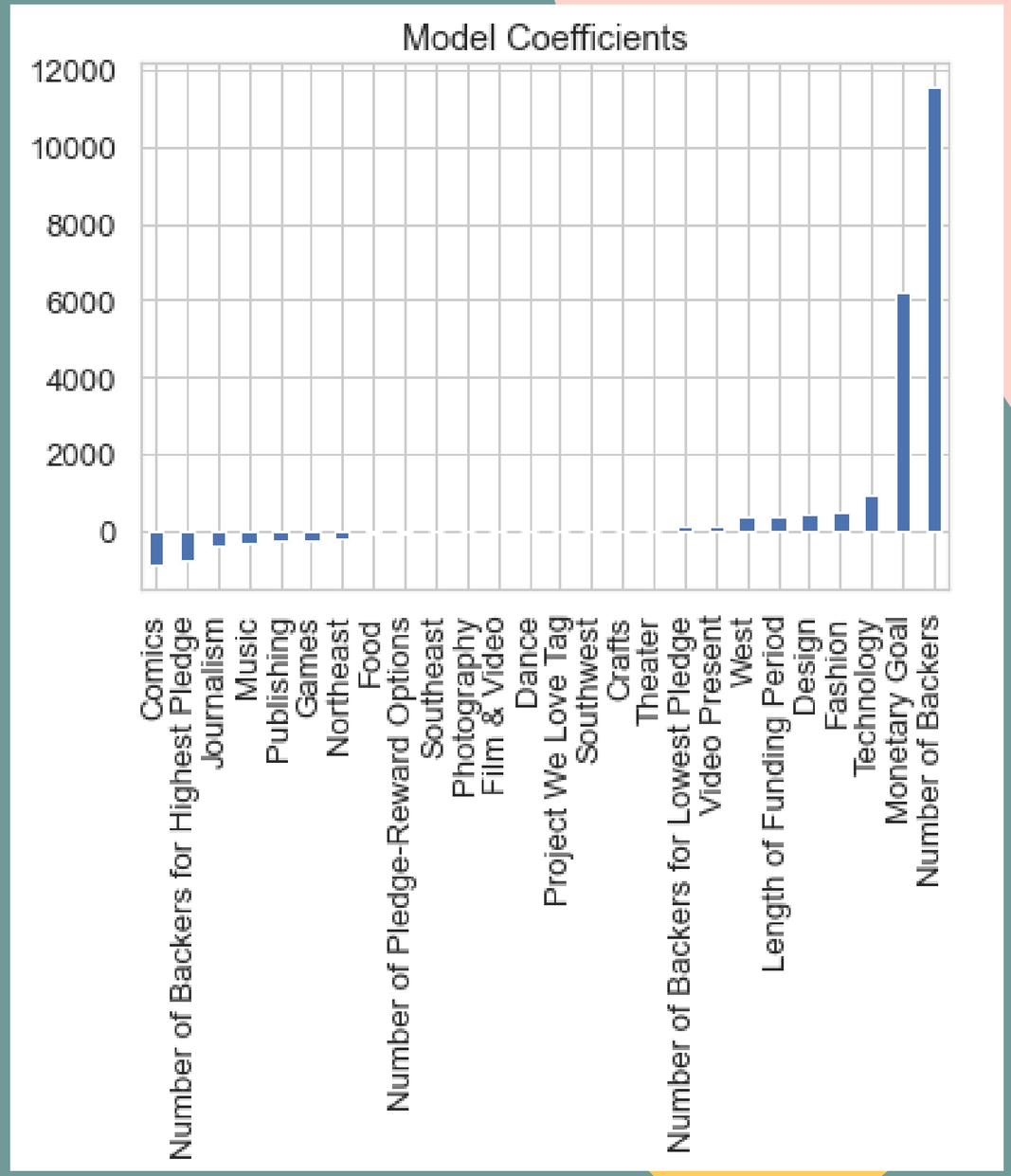
MODEL COEFFICIENTS

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

Limitations:

- Model can only infer from projects that received $100,000 in funding or less.
- The dataset included only successful projects, leaving the gap in data for projects who did not reach their funding goal.

Interesting Finds:

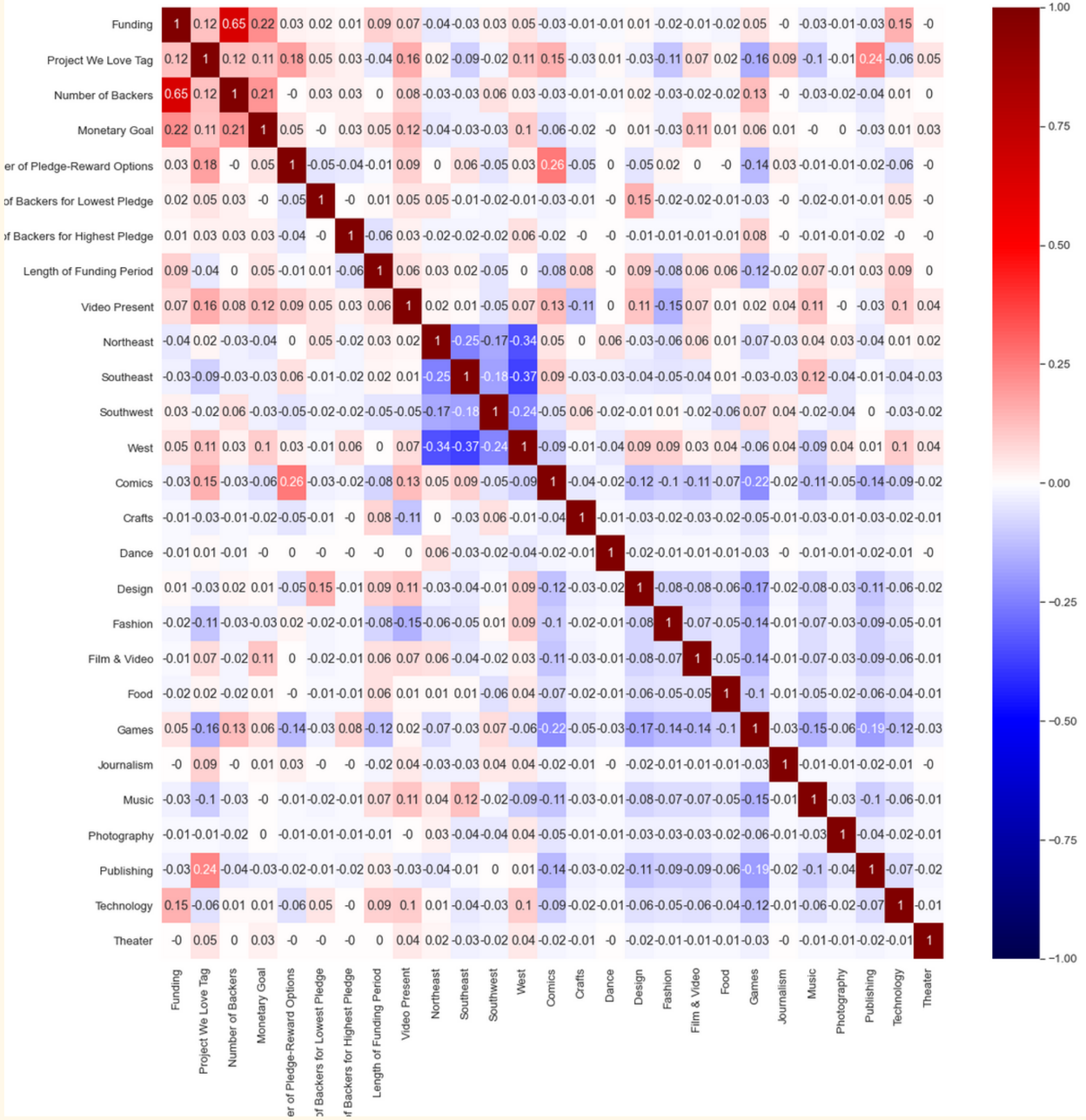
- Project We Love Tag was insignificant based on lasso regression
- Number of backers for the highest pledge option had a negative correlation
- The only geographic area with a positive coefficient was the West

FUTURE WORK

- Investigate polynomial target-feature relationships

- Acquire a larger dataset which includes international project profiles

APPENDIX


Funding
Project We Love Tag
Number of Backers
Monetary Goal
er of Pledge-Reward Options
of Backers for Lowest Pledge
f Backers for Highest Pledge
Length of Funding Period
Video Present
Northeast
Southeast
Southwest
West
Comics
Crafts
Dance
Design
Fashion
Film & Video
Food
Games
Journalism
Music
Photography
Publishing
Technology
Theater
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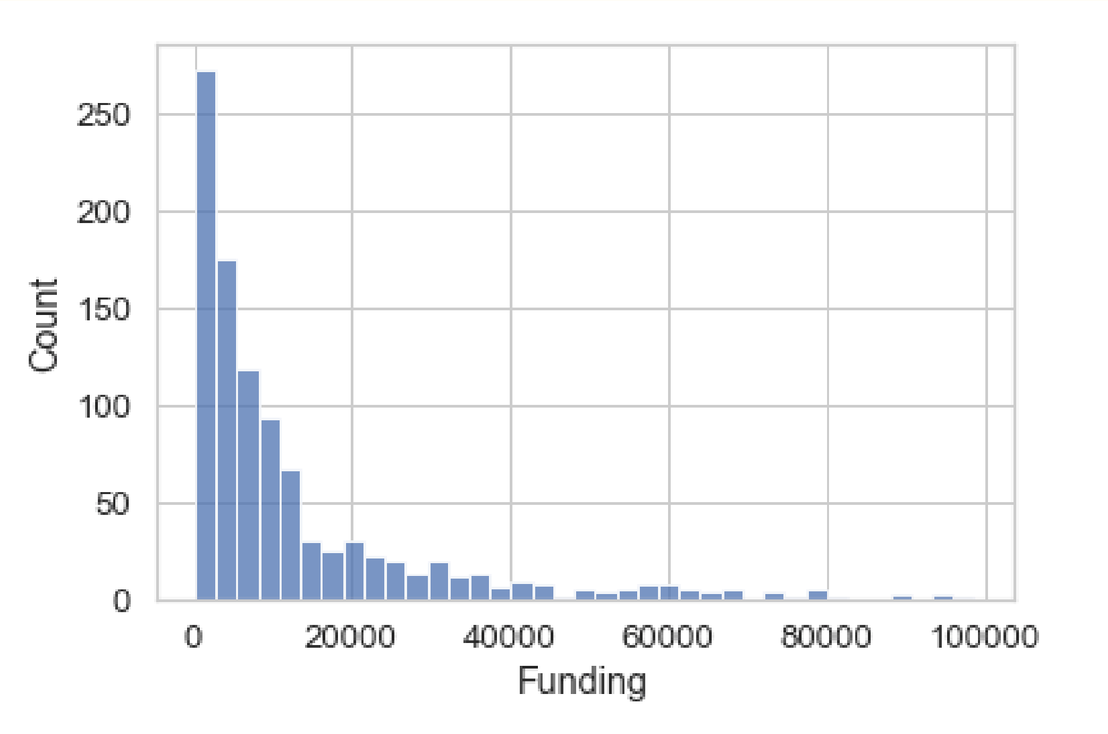
−1.00

Distribution of Funding <$100,000