

LAUNCH-BOOST

for

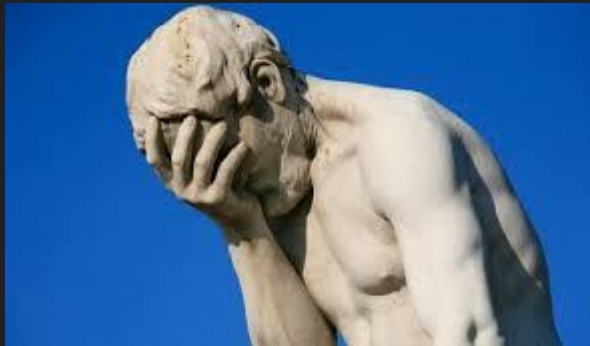


The question is

Why are some Kickstarter-Campaigns successful?



And some not?



Staff Pick

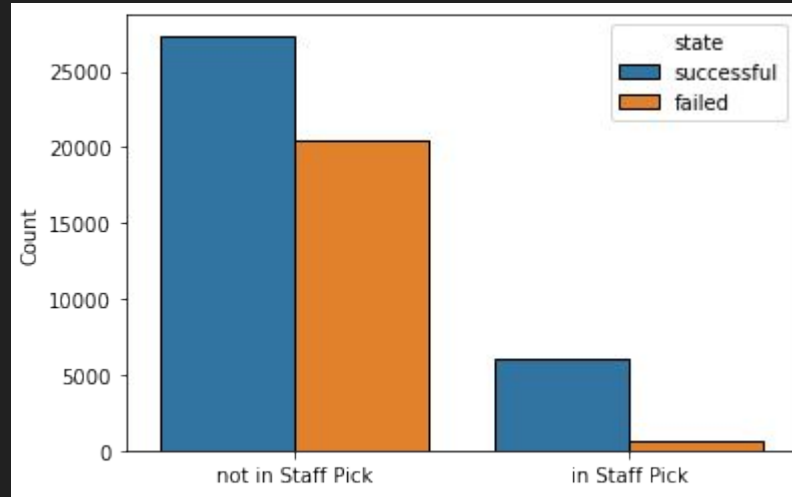
Start with a strong idea,
and express it clearly

Put the essential
information first

Show (don't just tell)

Show your rewards

Share your story
(stories@kickstarter.com)



The Data

180.000 reference-projects

Important features we looked at

Currency

Category

Country

Project description

Goal

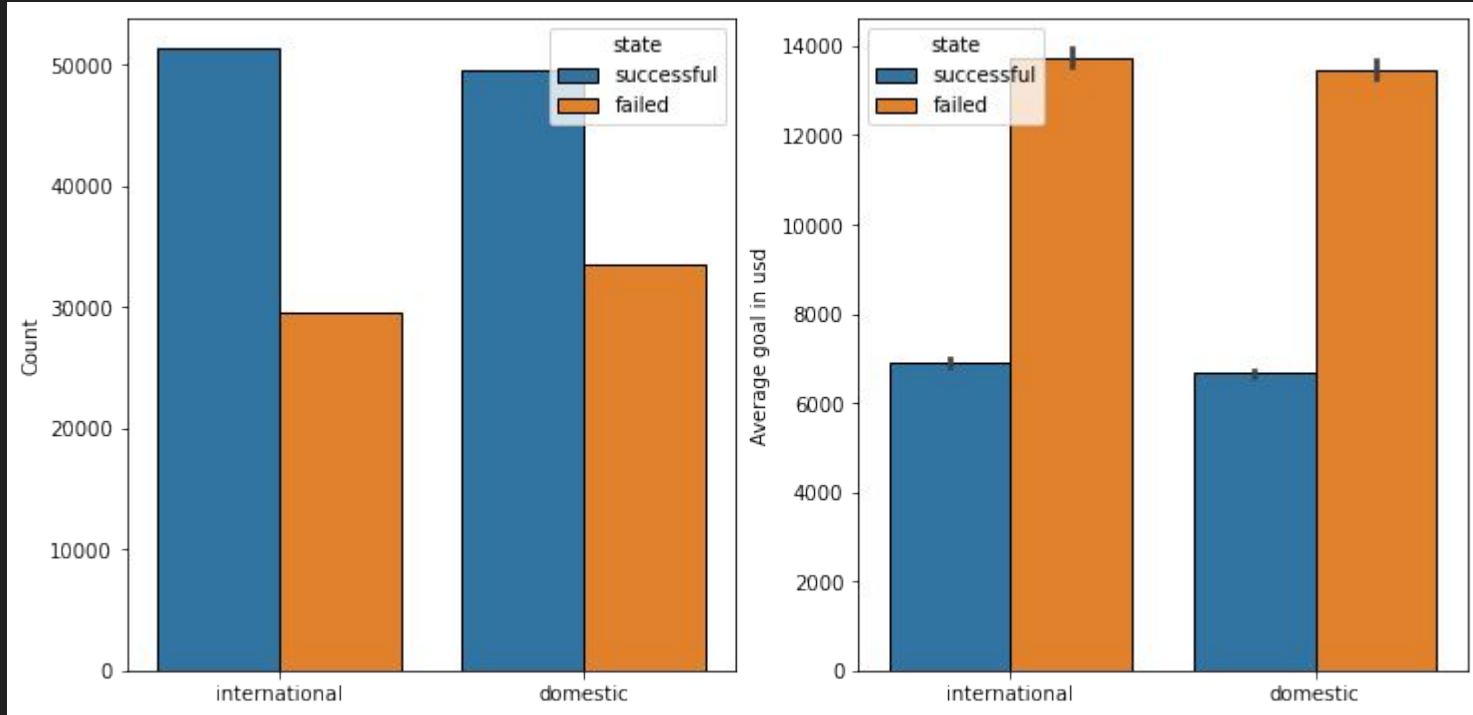
Backers count

Season

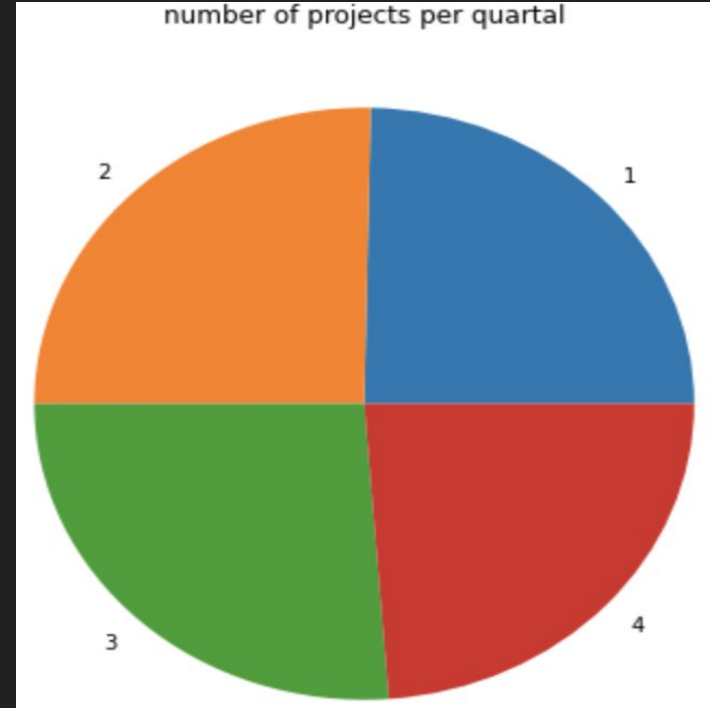
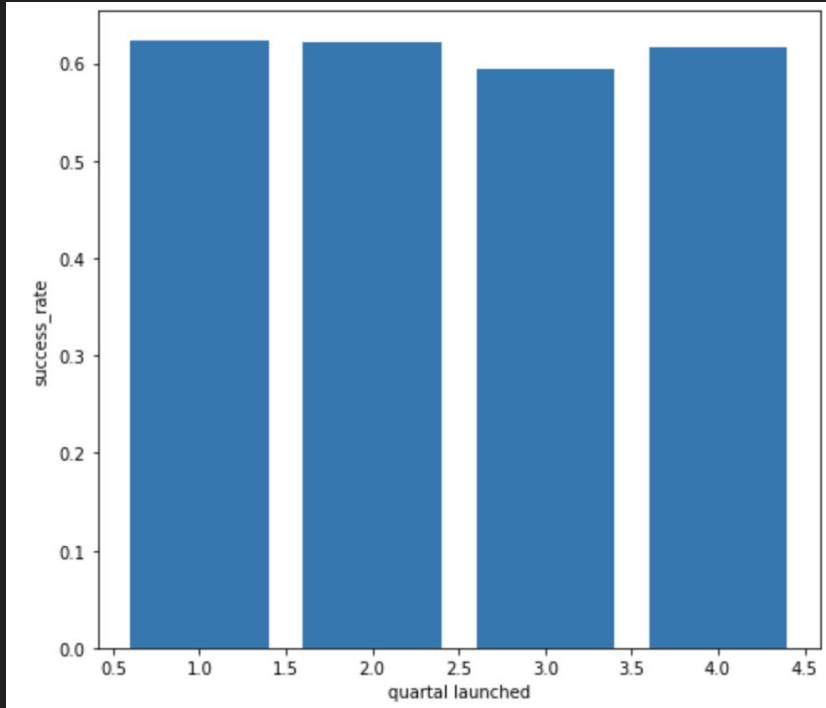
Project length

Global

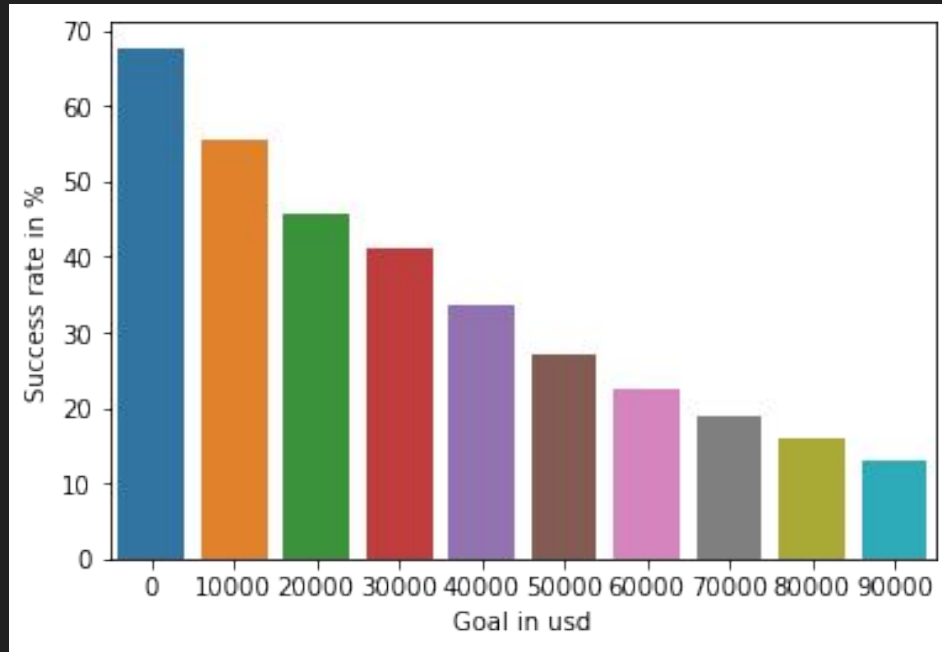
International or local



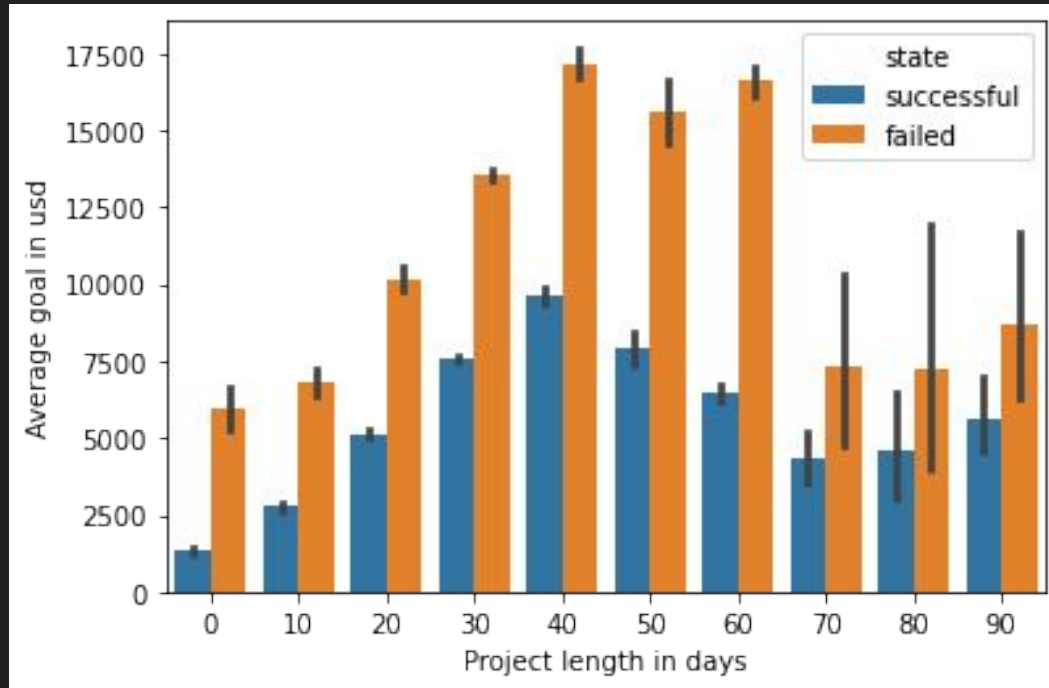
Month or season for launched



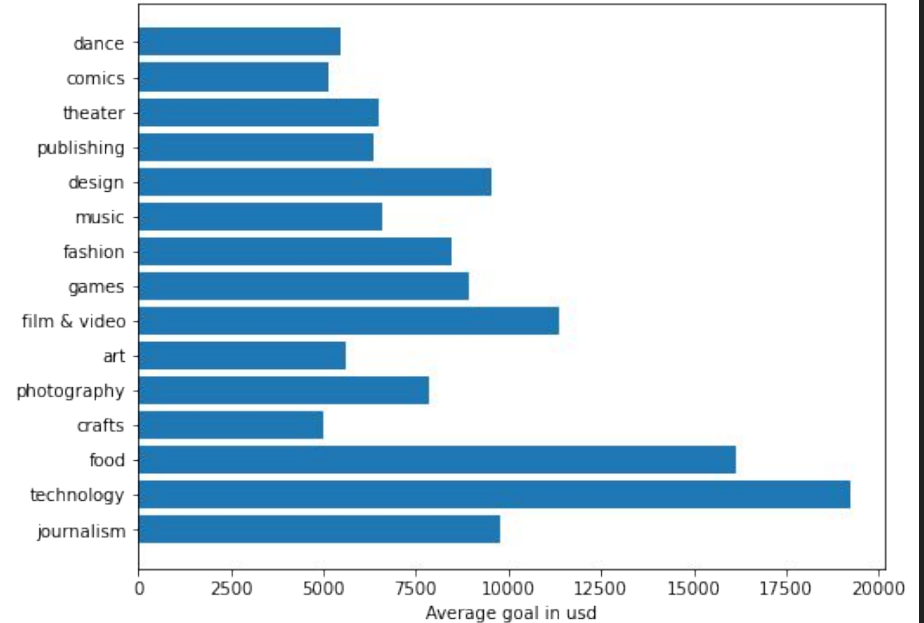
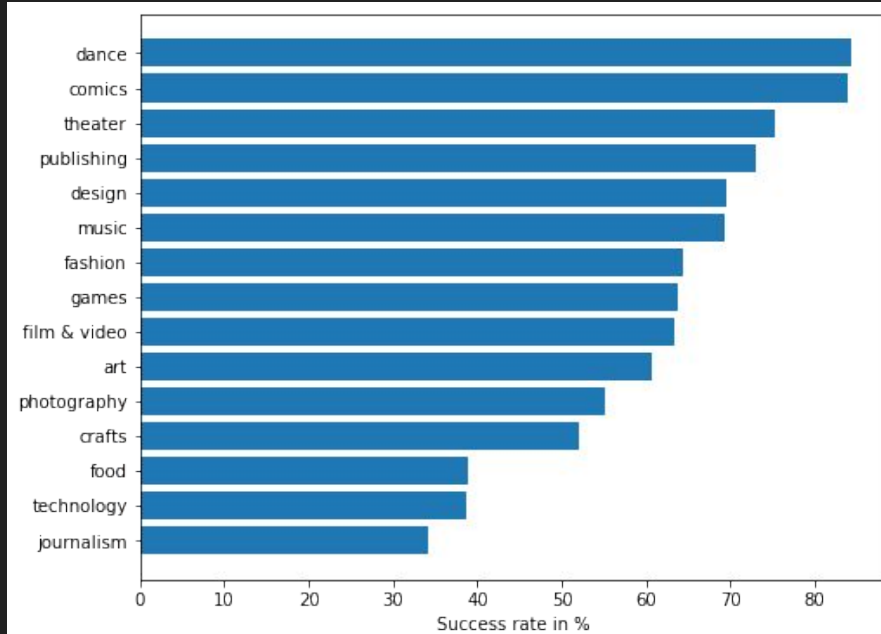
The Goal



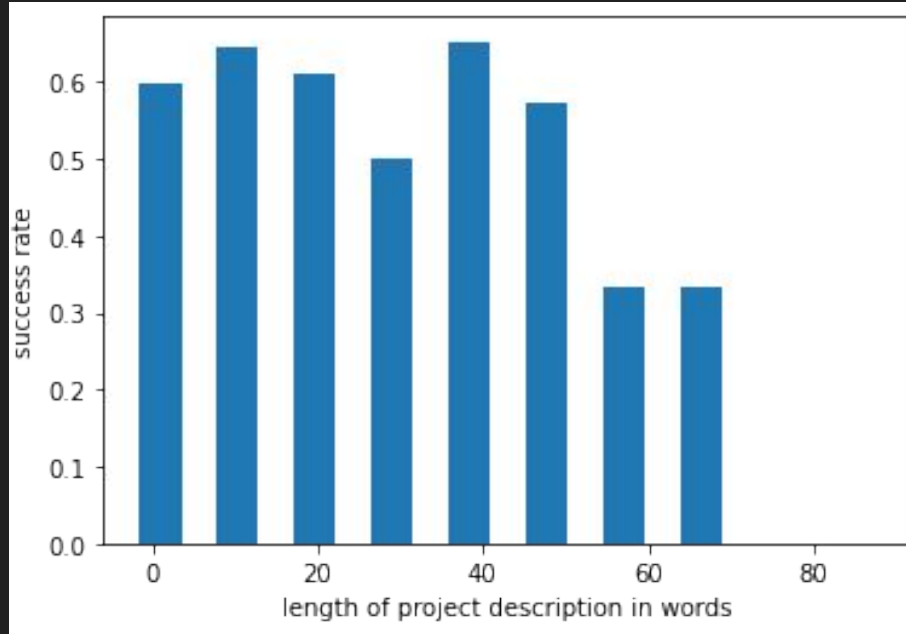
Project length



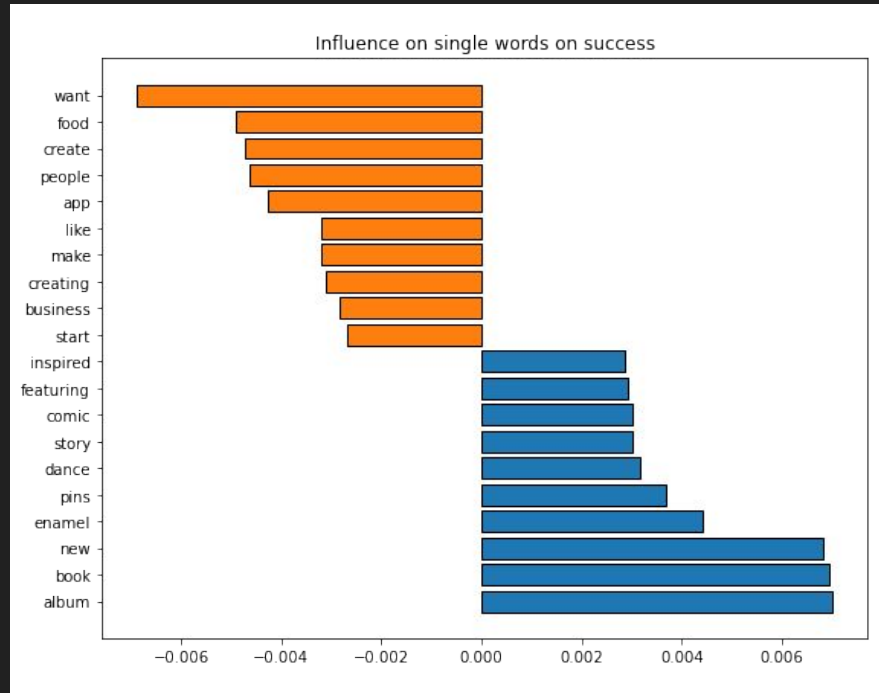
The categories



Description - How many words?



Description connotation



Model-features

Goal in \$

Project length

Category

Description - word-count

Best Model:

Random Forest	Accuracy	70 %
	F1-Score	78 %

Results

Estimate Probabilities of Success for Kickstarters

Improve them by changing Parameters of Project



We boost customers to a successful Kickstarter Project!