



Kickstarter Video Game Keys to Success Analysis

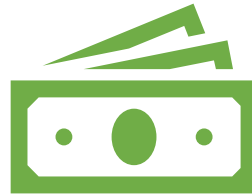
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DSC 680: Applied Data
Science



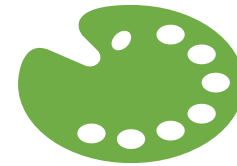
History of Kickstarter



Crowdfunding platform



Global Donations from
backers



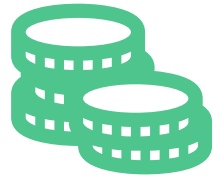
Creative projects from art,
music, and technology

Projects on Kickstarter (Rules)



Funding goal is set

Time frame to complete goal



If goal is reached:

Project receives funds

Currency is drawn from backers



If goal is not reached:

Project does not receive funds

Currency is not drawn from any backers

Video Games on Kickstarter

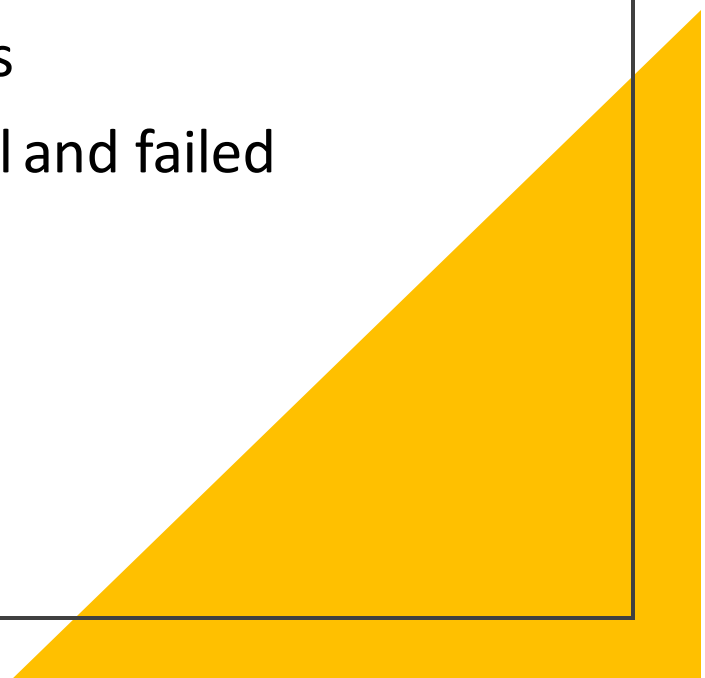
- Grown in popularity
- Allowed for independent development
 - Own timelines
- Build trust with backers
 - Allow for extra add-ons for those that back
 - Demos are presented initially



- Video games struggle for attention
 - Small area within Kickstarter community
 - No immediate results
 - Targeted to specific gaming communities
- Determine the overall success rate
- Leading factors of successful projects

Reason for Analysis

Exploration and Data Preparation

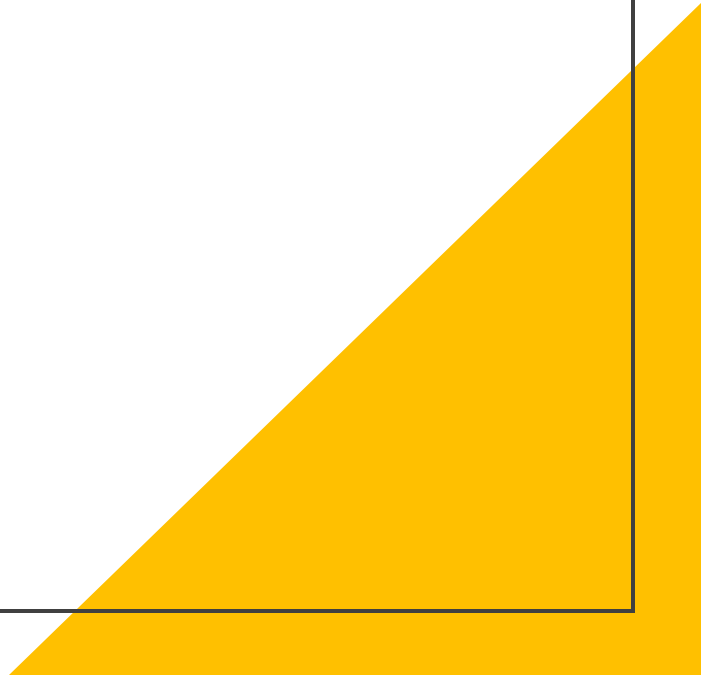
- Narrow analysis to video games within the data
 - Either succeeded or failed
 - Correlation of continuous and categorical variables
 - Converting date variables
 - Distribution of successful and failed projects
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right. It is partially cut off by the right edge of the slide.

- Developed features based on:
 - Name of the project
 - The release date
 - Funding Goal
 - Pledge Size
 - Number of backers

Feature Selection

- Train/testing split 70/30
- Model based on independent features and dependent responses
- Predict on training and testing data of features

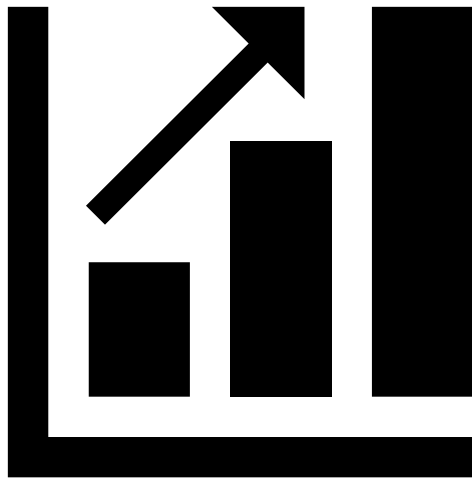
Random Forest Classifier Model



Accuracy of Model

- Train Accuracy:
 - 74.75%
- Test Accuracy:
 - 73.31%
- Complete Accuracy:
 - 74.62%





Success Rates of Video Games

- Failures:
 - 58.68%
- Successful:
 - 20.17%
- Canceled:
 - 19.97%
- Other:
 - 1.18%

Leading Influencers

1. The funding goal
2. Average global goal amount that specific year
3. Average U.S. goal amount for a certain year
4. The year it is released
5. The week it is released
6. Length of the name of the campaign

Information for Future Developers

- Determine the mean funding goal for the desired year
- Use the platform as a gauge of interest if there is a failure
- Trust needs to be built between the team and the backers
- Not all projects will succeed on the platform

Conclusion

- Less than half of the video game projects succeed on Kickstarter
- Each video game is completely different
 - The strength behind certain types of video game communities
- Video games are a small section of the Kickstarter community
- Factors that creators can control:
 - Fundraising goal
 - When to release the project and for how long

Acknowledgements



- Kaggle
 - Providing data source for analysis
- Kickstarter
 - Subject of analysis
- Bellevue University
 - Feedback from Professor Williams
 - Skills developed from coursework

References

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Questions