```
.mirror_object
   peration == "MIRROR_X":
 irror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
     _operation == "MIRROR_Y"
   Irror_mod.use_x = False
   irror_mod.use_y = True
    lrror_mod.use_z = False
         operation == "MIRROR_Z";
           rror_mod.use_x = False
           rror_mod.use_y = False
          rror_mod.use_z = True
         melection at the end -add
                 ob.select= 1
                                   t scene of ects act of the State of the Stat
                 er ob.select=1
       IE Context. selected ob IEC CESS
```

OPERATOR CLASSES ----

"ypes. Operator): BY GABRIEL ARAUJO

"X mirror to the selected GABRIEL ARAUJO

"ject.mirror_mirror_x"

"ject.mirror_mirror_x"

is not

KICKSTARTER CAMPAIGNS



Kickstarter is one of the most popular crowdfunding platforms.



\$5,336,079,224 total dollars pledged (as of 10/10/20).



189,579 successfully funded projects.



38.1% success rate.

KICKSTARTER DATA







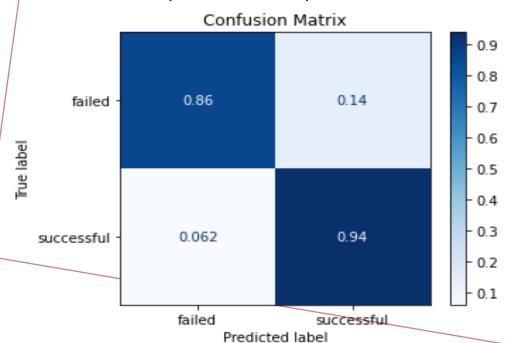
ANALYZED 24 UNIQUE FEATURES.

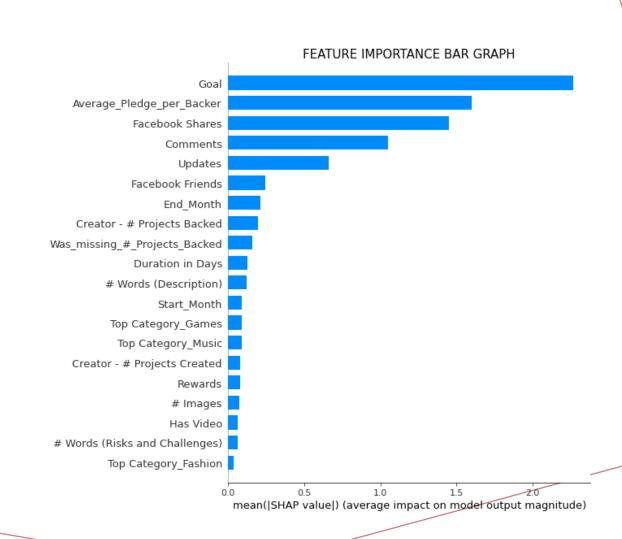


BALANCED DATASET (51% FAILED, 49% SUCCESSFUL)

MODEL

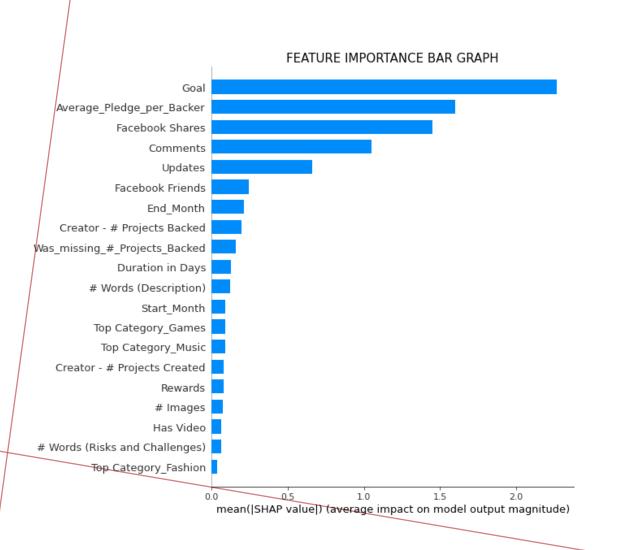
- Created a model using XGBoost.
- 90% Accuracy.
- Output most Important features.

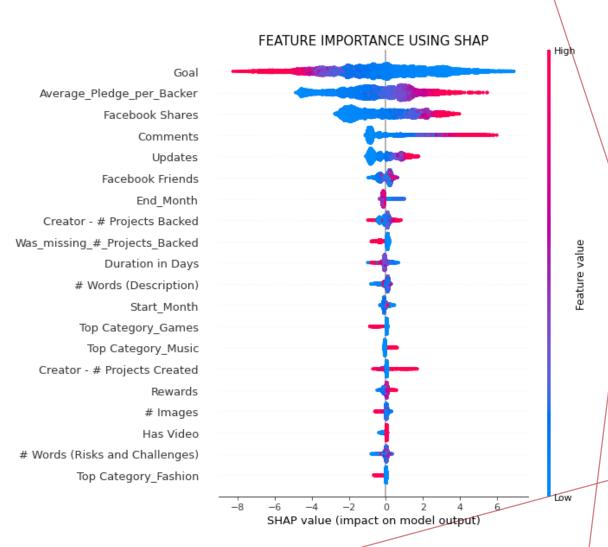






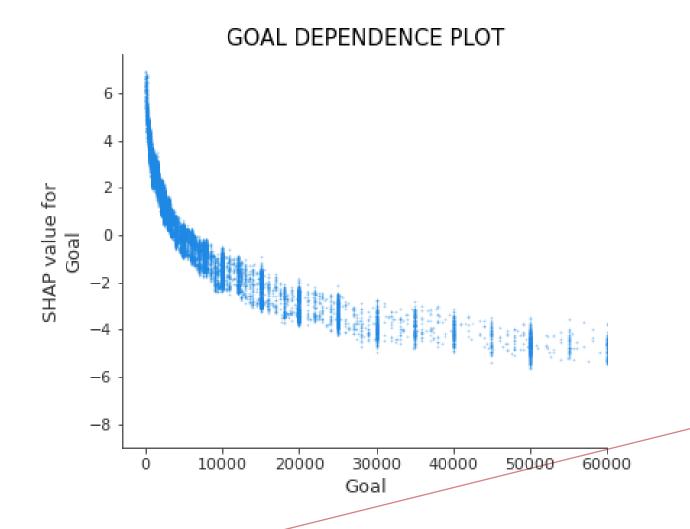
IMPORTANT FEATURES





GOAL DEPENDENCE PLOT

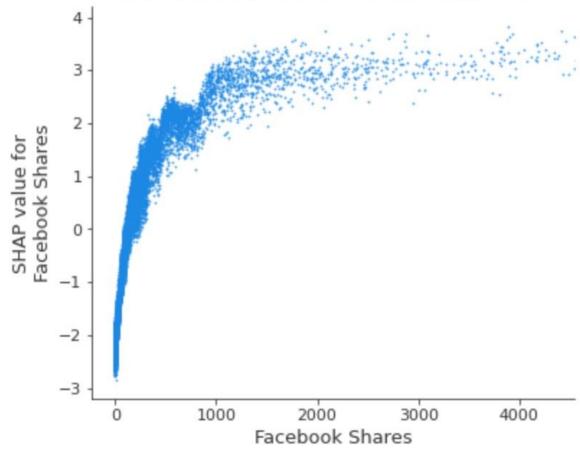
• Setting a high goal can negative impact your campaign, with the ideal range being from \$1,000.00 to \$10,000.00 dollars.



FACEBOOK SHARES DEPENDENCE PLOT

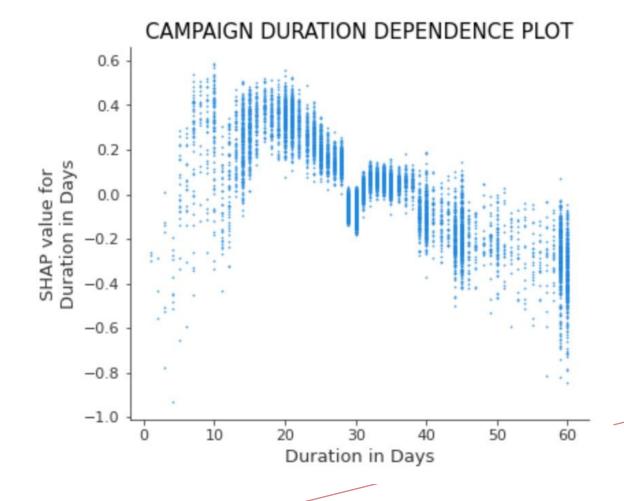
 The more marketing and social media exposure/involvement (Number of Facebook shares and comments) the better.





CAMPAIGN DURATION DEPENDENCE PLOT

 Pick a campaign duration of between 10 to 35 days.



CONCLUSION AND RECOMMENDATIONS



SET A SMALL GOAL FOR YOUR CAMPAIGN.



FOCUS IN MARKETING AND SOCIAL MEDIA EXPOSURE.



TARGET A SPECIFIC AUDIENCE.



PICK A CAMPAIGN DURATION BETWEEN 10-35 DAYS.



DO NOT MAKE YOUR CAMPAIGN'S END DATE CLOSE TO THE END OF THE YEAR.



HAVE A REWARD SYSTEM



AVOID SATURATED MARKETS.



MOST IMPORTANTLY – DO NOT GIVE UP!



FUTURE WORK

- Research the following topics:
 - Long campaigns high failure rate.
 - Best reward system.
 - Front page exposure.

LET'S ACHIEVE
SUCCESS
TOGETHER!

THANK YOU
FOR YOUR TIME



QUESTIONS AND ANSWERS