Kickstarter

~ Team Campus Cults ~
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Outline

- ➔ Chosen Data set
- ➔ Background Information
- ➔ Exploratory Analysis
- ➔ Modeling

Why Kickstarter?

Background Information

- ➔ Each observation is a project
- ➔ USD Pledged
- ➔ Goal
- ➔ State
- ➔ Launch Time
- ➔ Categories (main and sub)

Exploratory Analysis

Country Demographics

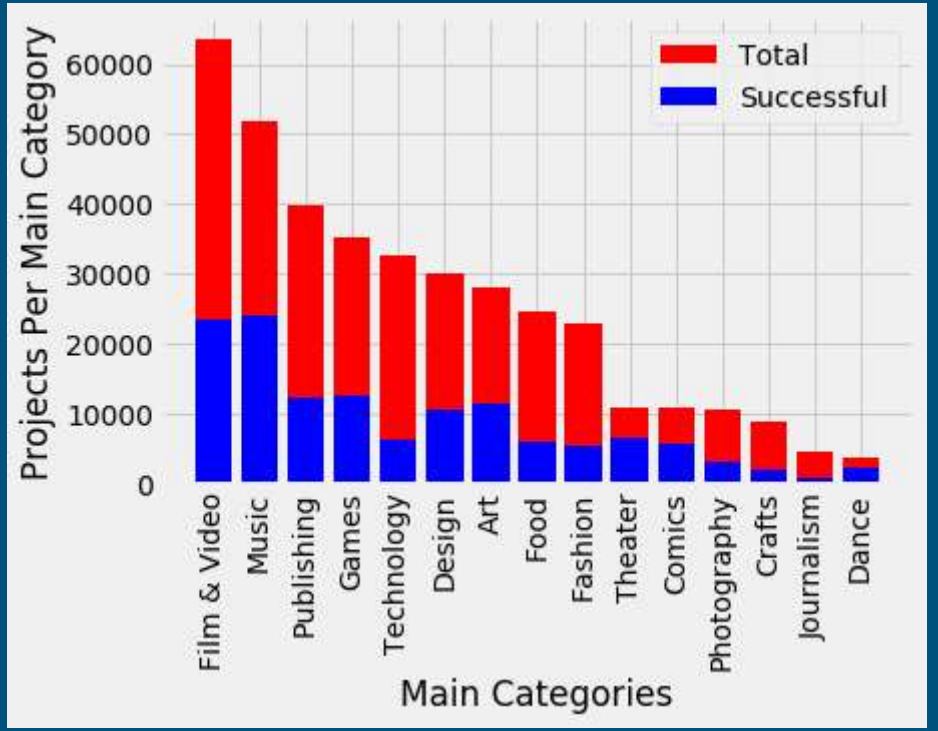
- ➔ Which regions have the best success with kickstarters?
  - ◆ # success per country / # of kickstarters per country
    - **United States → 37%** | Great Britain → 35.8% | Hong Kong → 34.95%

- ➔ What is the average pledge amount per country?
  - ◆ **Highest → Hong Kong** | **Lowest → Mexico**

- ➔ Currency vs Region
  - ◆ Average pledge amount:
    - United States→ $9,670.19
    - Mexico → $1,387.00
  - ◆ Average goal amount:
    - United States → $44,034.96
    - Mexico → $14,869.93

Main Categories

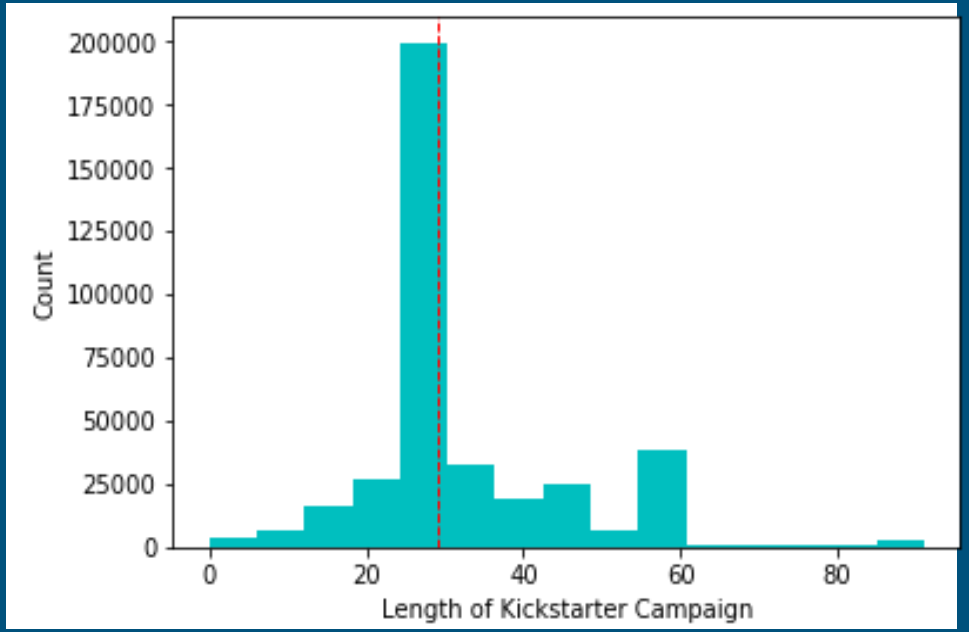
- 15 Main Categories
  - 159 sub unique categories
- Common Kickstarters are:
  - Film & Video
  - Music
  - Publishing
  - Games
- Successful Kickstarters follow similar trends to popularity
- Certain categories with smaller proportions (i.e. Dance) have high success rates



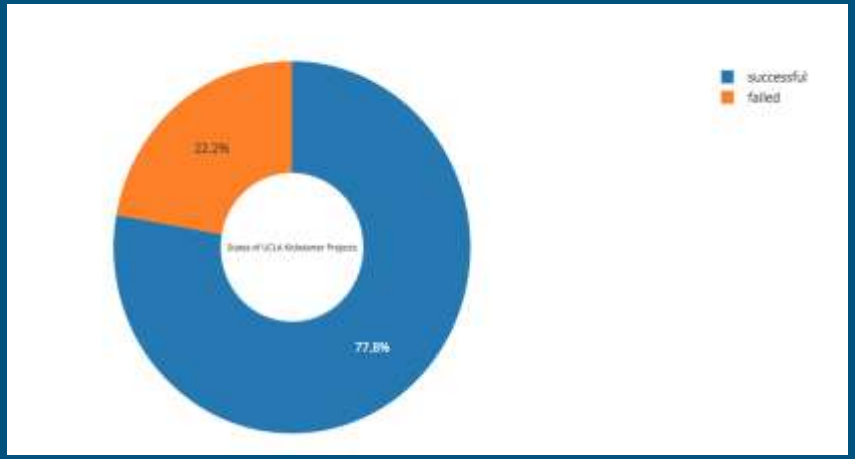
Timeline Analysis

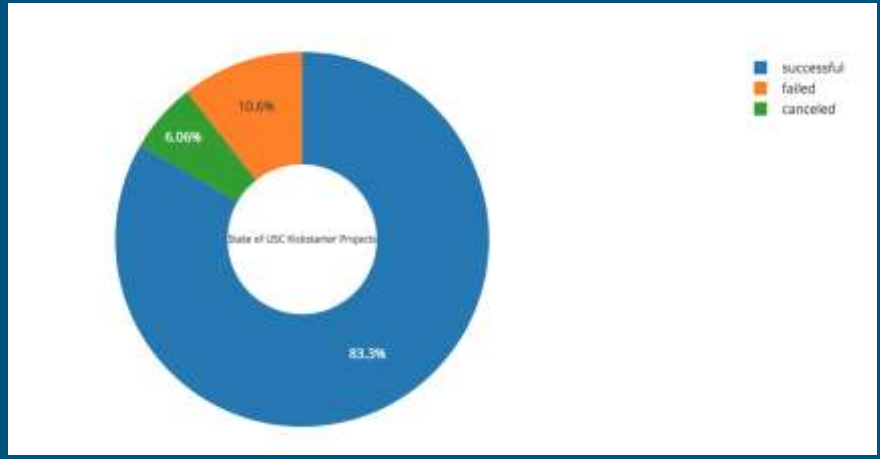
“Projects on Kickstarter can last anywhere from 1 - 60 days. We've done some research, and found that projects lasting any longer are rarely successful. We recommend setting your campaign at 30 days or less. Campaigns with shorter durations have higher success rates, and create a helpful sense of urgency around your project.”

- Kickstarter



UCLA vs USC
State of Kickstarter Projects

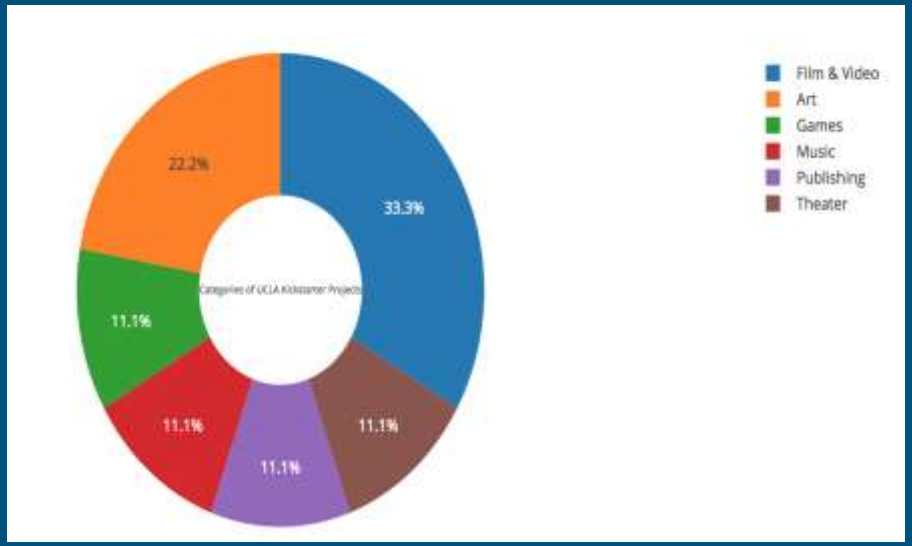


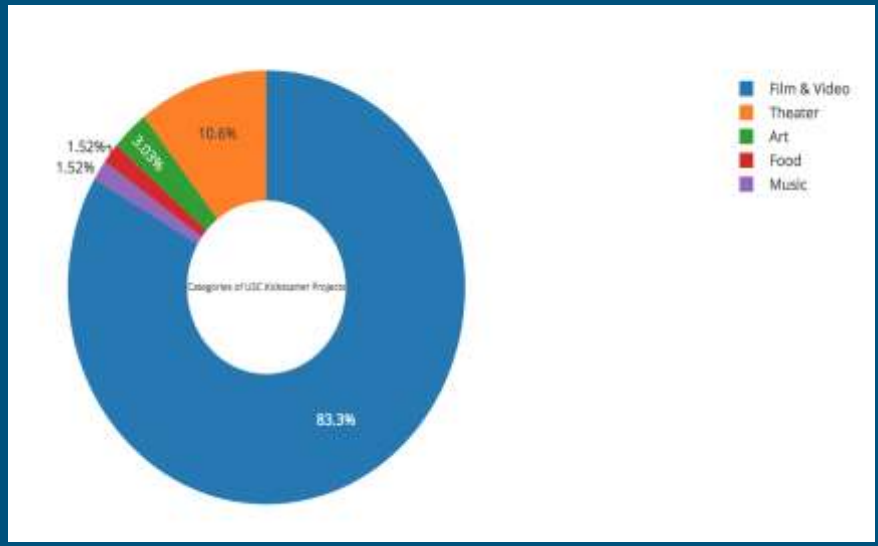


UCLA projects have a 77.8% success rate. rate.

USC projects have an 83.3% success

UCLA vs USC
Categories of Kickstarter Projects





Both UCLA and USC have predominantly Film & Video projects. UCLA's projects, however, are more diverse and stretch across a wider breadth of categories.

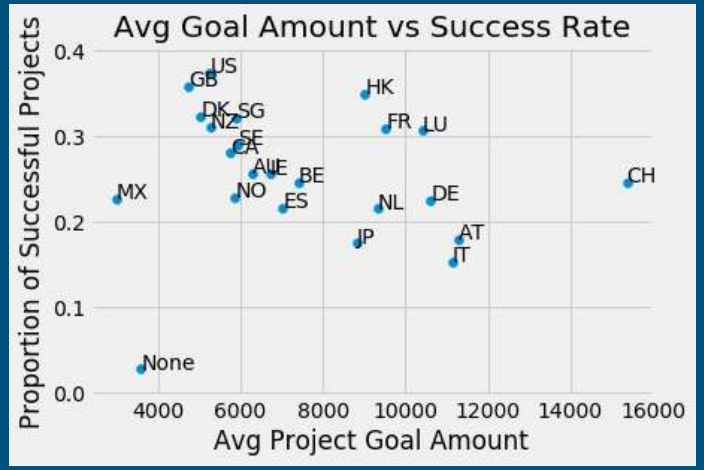
Correlation between project **goal amount** and project **success** by **country**:

If the kickstarter **succeeded**

1	-0.1125
-0.1125	1

If the kickstarter **failed**

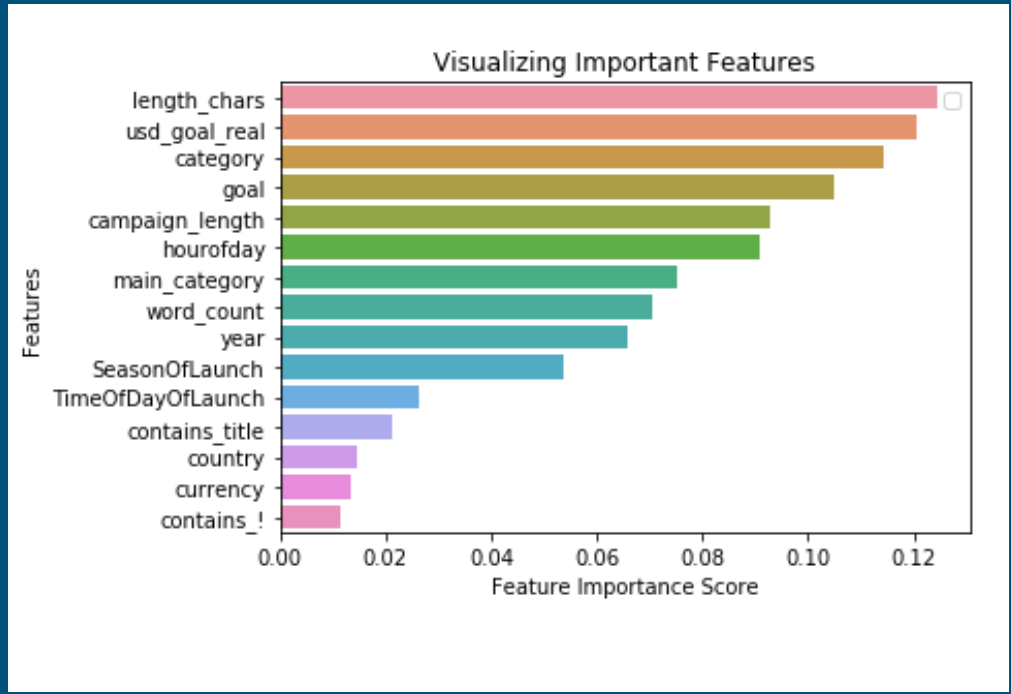
1	0.3956
0.3956	1



Modeling

Random Forest

- ➔ Classification of Successful kickstarters
- ➔ 15 Variables used in final model
  - ◆ 5 natural
  - ◆ 10 created
- ➔ 69% Accuracy after CV
  - ◆ Best on Kaggle is 70.3%
- ➔ Really strong at predicting failures
- ➔ Hard to predict successful kickstarters
- ➔ Would be better with additional data
  - ◆ Individual donation tiers
  - ◆ Descriptors of the kickstarter page
  - ◆ First day metrics



Thank you!