

# KICKSTARTER

public benefit corporation that uses  
crowdfunding to help creative projects  
come to life

## Our question:

What makes a project “successful” in  
the United States and how can we use  
this information to our benefit if we  
were to create our own projects in the  
future?

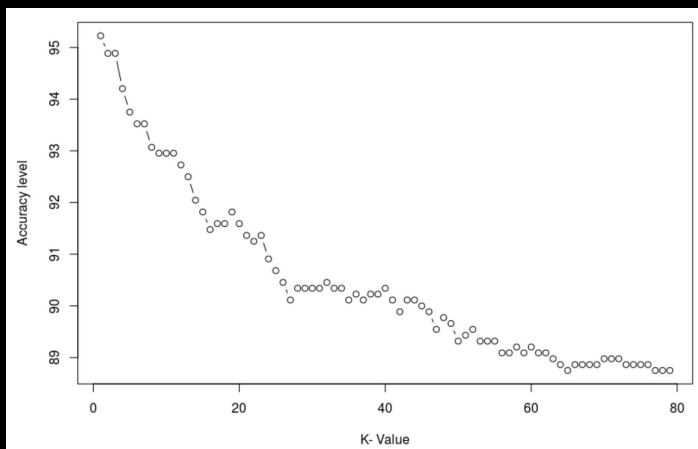
## Variables considered:

- **Goal:** amount of money requested by project
  - **Pledged:** amount of money pledged by backers
  - **Backers:** number of people who funded the project
  - **Main Category:** classification of the project
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# Methods and Results : Success or Failure?

- K-NN Model :

- $K = 1$ , 95.23% accuracy
- As k-nearest neighbors increases, prediction accuracy decreases
- Can see that accuracy levels are still generally high



- Logistic Regression Model :

- Apparent prediction accuracy of 100%
- Only pledged and goal proved to be significant
- Uses the same three variables as K- NN Model, pledged, goal, and backers to predict a project's state

# Conclusion

- The most accurate predictors of success are **goal set and money pledged**.
  - But they relate to state in opposite ways!
- Using the k-NN model, we predicted the outcome of our potential projects.
  - We determined that of our 5 proposed projects, only 2 would be successful due to our differing values of goal, pledged, and backers amongst them all.
- In the future, if you want to propose a project on Kickstarter, remember to keep in mind the two key determinants for success, the amount of money you want and the amount of money you think you will receive!

