

KICKSTARTER

FUNDING SUCCESS
CONSULTING



THE TEAM



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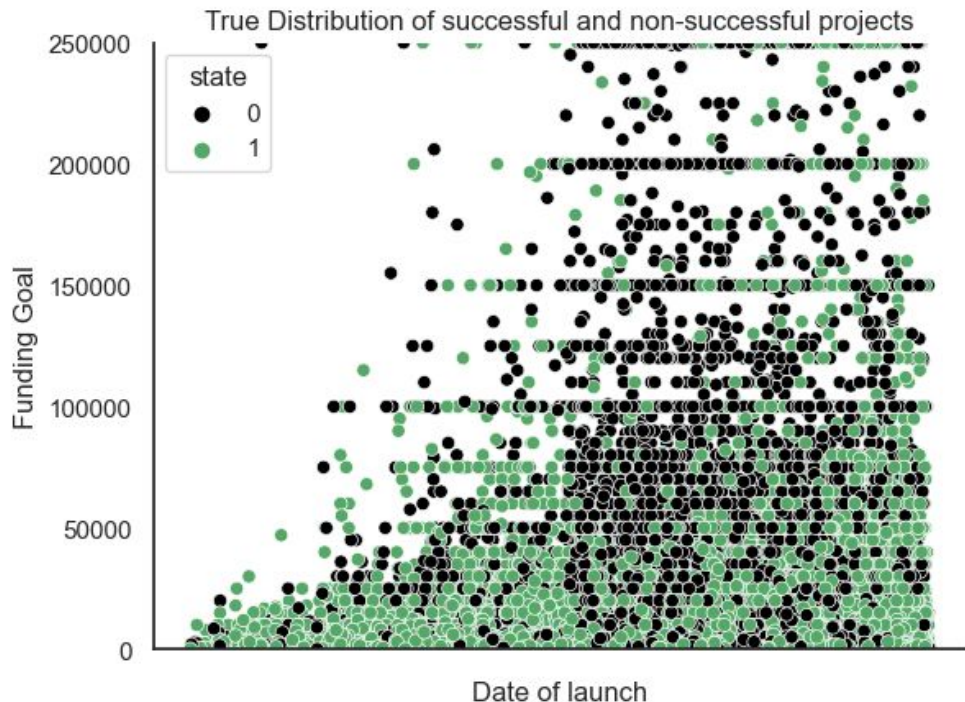
SITUATION

- Around 39% of projects on Kickstarter don't receive funding
- this can cost a lot of effort and money
- certain features increase the success of a campaign
- Identifying these features can help our customers saving money and having a successful campaign

THE DATASET

- 209221 observations
- 37 features
- Includes information about the characteristics of funding projects launched on Kickstarter
- The value we want to predict:
 - The success of a project -

THE BASELINE



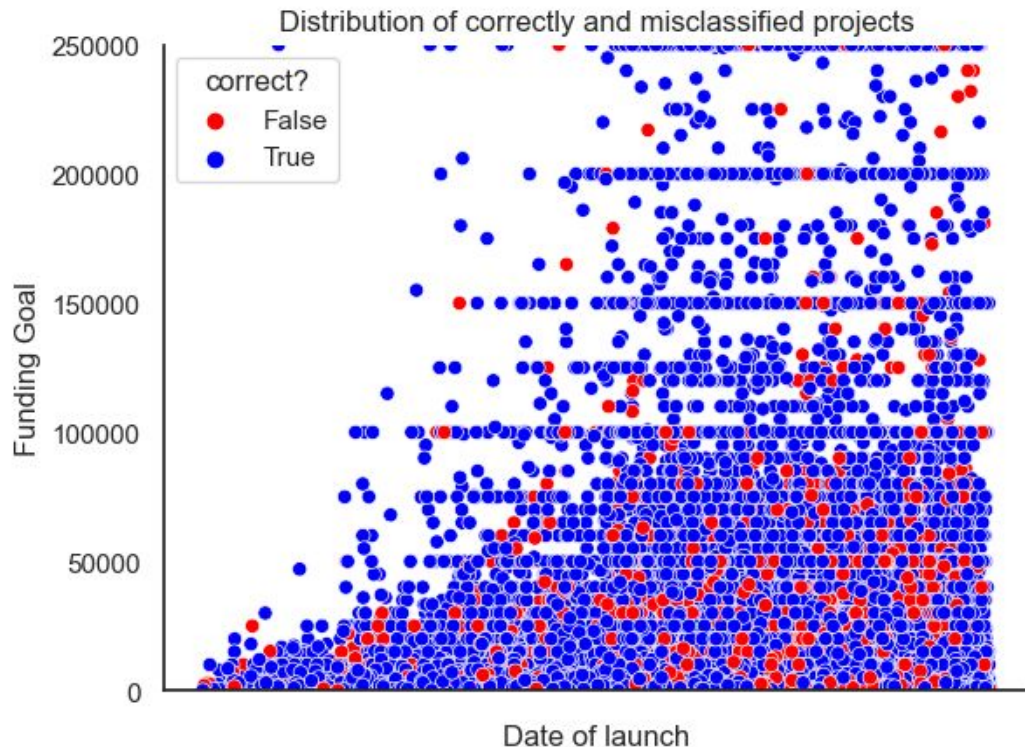
- Hypotheses: Every project with a goal < 20.000 USD will be successful
- Accuracy = 65%
- Precision = 66%

OUR MODEL

- Projects that are still in the process of collecting funds are not considered
- We aim to predict the success of a project by considering more features than the baseline



MODEL EVALUATION

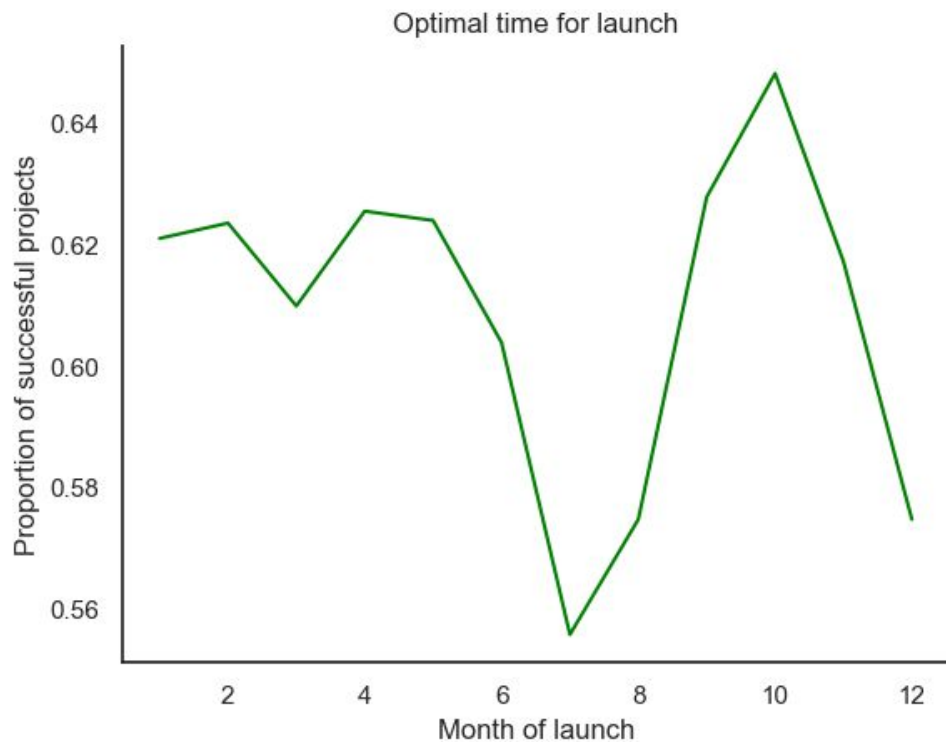


- The model performs significantly better than the baseline
- Accuracy = 78%
(bl: 65%)
- Precision = 81%
(bl: 66%)

RECOMMENDATIONS

- Most important features for our model are:
 - Time of project launch and deadline -
 - Funding Goal -

WHEN SHOULD YOU LAUNCH A PROJECT?



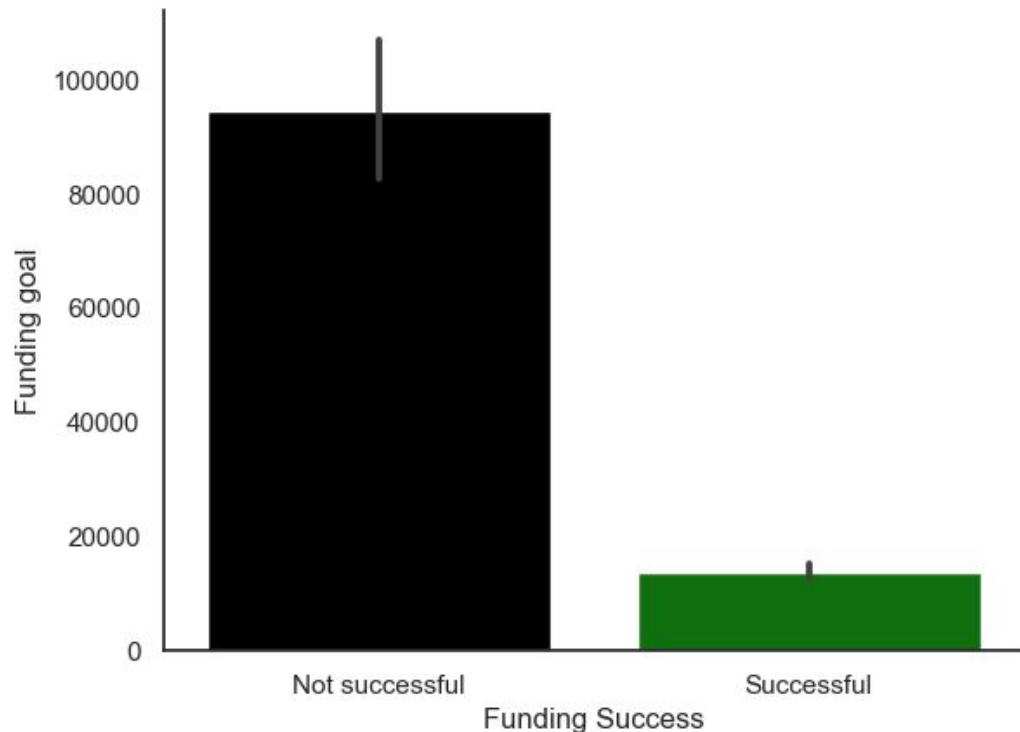
Worst months for launch:

- June, July, August, December

Best months for launch:

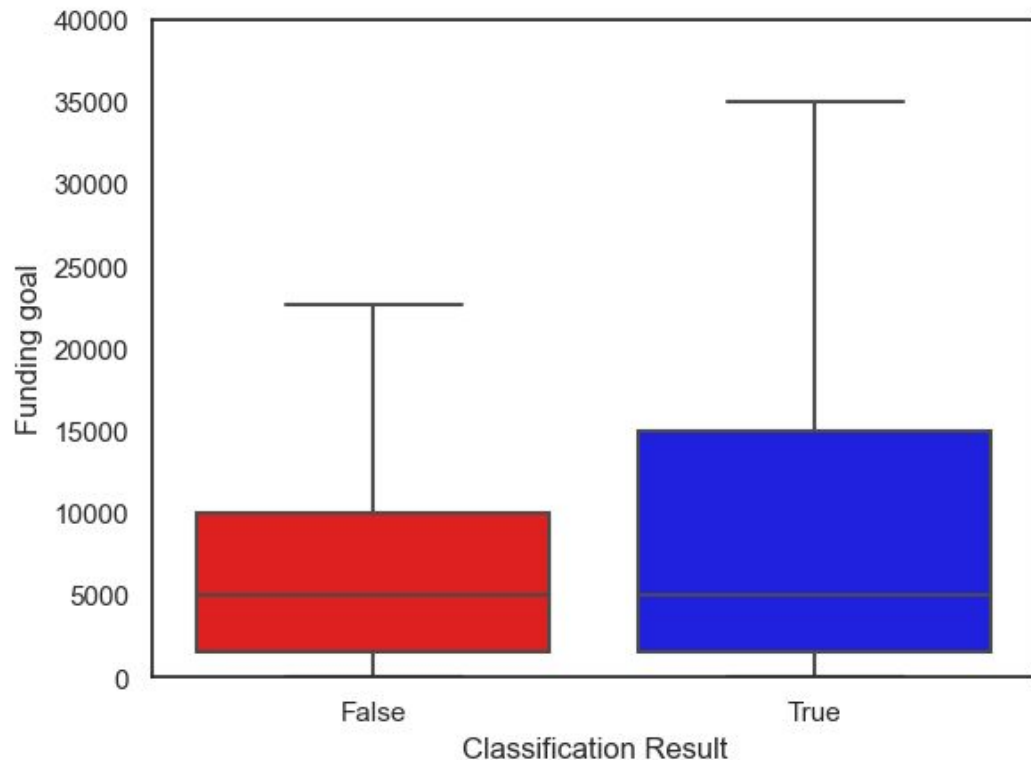
- September, October, November

HOW SHOULD YOU SET YOUR FUNDING GOAL?



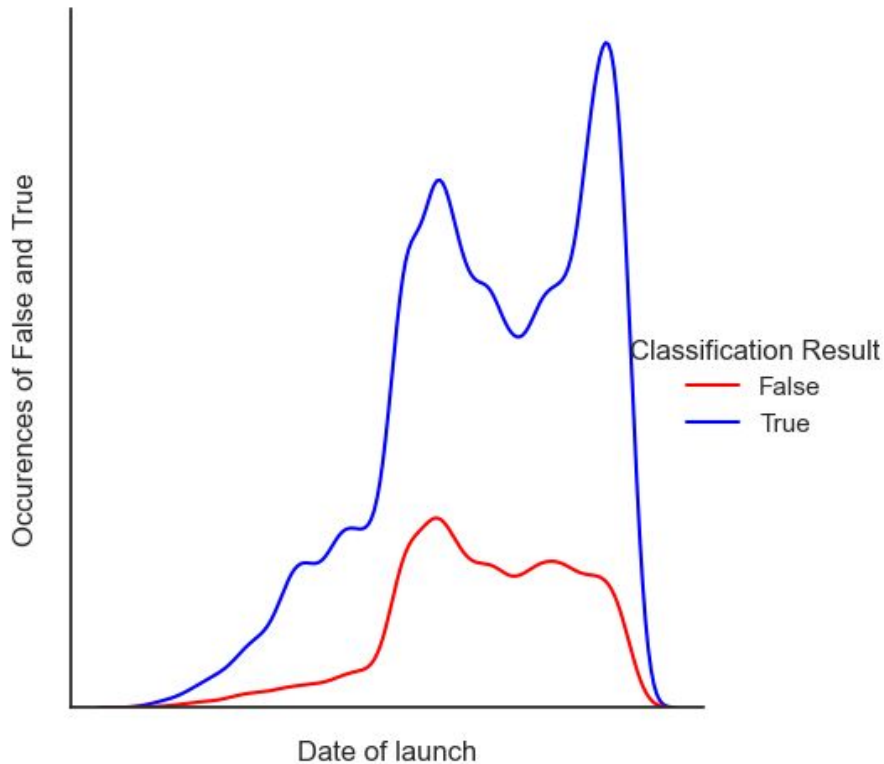
- Successful funding projects tend to have a goal smaller than 20000 USD

ERROR ANALYSIS



- The performance of the model tends to be worse for smaller funding goals

ERROR ANALYSIS



- The distribution of correctly and wrongly classified projects is independent of the date of launch
- The model is robust against time

FUTURE IMPROVEMENTS

In order to further increase the quality of our model and the recommendations, you could try out the following steps:

- Use the project description as a possible success factor (NLP)
- Further feature engineering
- Hyperparameter Tuning

THANK YOU

#WOMEN_LIFE_FREEDOM #ONE_LOVE