# **Kickstarter Success Project**

Course: CST338

Students: Jeff Burk, Aisha Lalli, Michelle Phung, Hugo Rodriguez

Instructor: Professor Memo

#### Introduction

Many entrepreneurs or small businesses turn to the Kickstarter platform as a means to fund their project. Significant time and effort can be put into creating a Kickstarter campaign, but if the funding goal is not reached then the project will not be funded, and could prove to have been a waste of resources. A number of factors can contribute to the success or failure of a Kickstarter campaign. Our goal is to create a model to predict the pledged dollar amount for a given campaign based on the dataset of over 300k completed campaigns, helping users decide whether to start a Kickstarter campaign or to pursue more traditional means of funding such as a bank loan or raising money from investors. Features used to predict the pledged amount include funding goal, main category, sub-category, length of campaign in days, and number of backers, and project state.

### **Dataset**

Link to the dataset

https://www.kaggle.com/kemical/kickstarter-projects (https://www.kaggle.com/kemical/kickstarter-projects)

This dataset was collected from the Kickstarter platform. The dataset contains info on over 300K kickstarter projects from the company's launch in 2009 through 2017. Some features of the dataset include category, sub-category, sub-category, project name, currency, country, funding goal, funding pledged, number of backers, project state, and more. The dataset includes 15 columns of which 7 are numeric values, and over 300k rows. The data was collected by a crowdfunding and data science enthusiast, Mickaël Mouillé, in 2018 and uploaded to Kaggle, an online community of data science enthusiasts. The dataset is currently available for download in Excel CSV format.

Module imports

```
In [1]: import numpy as np import pandas as pd import matplotlib.pyplot as plt from matplotlib import reParams import seaborn as sns from scipy.stats import zscore from sklearn.model_selection import train_test_split from sklearn.preprocessing import StandardScaler from sklearn.neighbors import KNeighborsRegressor from sklearn.linear_model import LinearRegression from sklearn.tree import DecisionTreeRegressor from sklearn.preprocessing import PolynomialFeatures from sklearn.metrics import mean_squared_error, r2_score from sklearn.metrics import mean_squared_error, r2_score from sklearn.model_selection import train_test_split, cross_val_score
```

Out[2]: Click here to display/hide the code.

# Read the data and take a look at it

```
In [3]: infile = 'https://github.com/jb01010/cst383/raw/main/ks-projects-201801.zip'
```

Basic information of dataset

In [4]: df doccnibo()

Out[4]:

	ID	goal	pledged	backers	usd pledged	usd_pledged_real	usd_goal_real
count	3.786610e+05	3.786610e+05	3.786610e+05	378661.000000	3.748640e+05	3.786610e+05	3.786610e+05
mean	1.074731e+09	4.908079e+04	9.682979e+03	105.617476	7.036729e+03	9.058924e+03	4.545440e+04
std	6.190862e+08	1.183391e+06	9.563601e+04	907.185035	7.863975e+04	9.097334e+04	1.152950e+06
min	5.971000e+03	1.000000e-02	0.000000e+00	0.000000	0.000000e+00	0.000000e+00	1.000000e-02
25%	5.382635e+08	2.000000e+03	3.000000e+01	2.000000	1.698000e+01	3.100000e+01	2.000000e+03
50%	1.075276e+09	5.200000e+03	6.200000e+02	12.000000	3.947200e+02	6.243300e+02	5.500000e+03
75%	1.610149e+09	1.600000e+04	4.076000e+03	56.000000	3.034090e+03	4.050000e+03	1.550000e+04
max	2.147476e+09	1.000000e+08	2.033899e+07	219382.000000	2.033899e+07	2.033899e+07	1.663614e+08

In [5]: de info()

```
    cclass 'pandas.core.frame.DataFrame'>

    RangeIndex: 378661 entries, 0 to 378660

    Data columns (total 15 columns):

    # Column
    Non-Null Count
    Dtype

    0 ID
    378661 non-null
    object

    1 name
    378661 non-null
    object

    2 category
    378661 non-null
    object

    3 main_category
    378661 non-null
    object

    4 currency
    378661 non-null
    object
```

View the first 5 rows of the dataset

```
In [6]: df hoad(5)
```

### Out[6]:

	ID	name	category	main_category	currency	deadline	goal	launched	pledged	state	backers	country	usd pledged	usd_pledged_real	usd_goal_real
0	1000002330	The Songs of Adelaide & Abullah	Poetry	Publishing	GBP	2015-10-09	1000.0	2015-08-11 12:12:28	0.0	failed	0	GB	0.0	0.0	1533.95
1	1000003930	Greeting From Earth: ZGAC Arts Capsule For ET	Narrative Film	Film & Video	USD	2017-11-01	30000.0	2017-09-02 04:43:57	2421.0	failed	15	US	100.0	2421.0	30000.00
2	2 1000004038	Where is Hank?	Narrative Film	Film & Video	USD	2013-02-26	45000.0	2013-01-12 00:20:50	220.0	failed	3	US	220.0	220.0	45000.00
3	1000007540	ToshiCapital Rekordz Needs Help to Complete Album	Music	Music	USD	2012-04-16	5000.0	2012-03-17 03:24:11	1.0	failed	1	US	1.0	1.0	5000.00
4	1000011046	Community Film Project: The Art of Neighborhoo	Film & Video	Film & Video	USD	2015-08-29	19500.0	2015-07-04 08:35:03	1283.0	canceled	14	US	1283.0	1283.0	19500.00

# **Missing Data**

Checking columns for nan values and calculating percentage

```
In [7]: df.isna().any()

percent_missing = df.isna().sum() * 100 / len(df)

nd_DtsSpand(/solumn_name) df_column_income_incing().pagent_missing()
```

Out[7]:

	column_name	percent_missing
ID	<b>ID</b> ID	
name	name	0.001056
category	category	0.000000
main_category	main_category	0.000000
currency	currency	0.000000
deadline	deadline	0.000000
goal	goal	0.000000
launched	launched	0.000000
pledged	pledged	0.000000
state	state	0.000000
backers	backers	0.000000
country	country	0.000000
usd pledged	usd pledged	1.002744
usd_pledged_real	usd_pledged_real	0.000000
usd_goal_real	usd_goal_real	0.000000

A small percentage of the 'name' and 'usd\_pledged' columns contain missing or NAN values These rows can be dropped

In [8]: df\_dnonna(innlaco=Tnua)

# Preprocessing the data

Checking for duplicate project ID values, none found

```
In [9]: asiat/f"()as/df/df_dualicated/cubcat-"TO!)))) Dualicate Daciect TO numbers")
```

0 Duplicate Project ID numbers

Dropping the project 'ID' column

In [10]: df\_dnon(columns='TD'\_inplace=True)

Checking the counts of campaign status

```
In [11]: df state value counts()
```

Out[11]: failed 197611 successful 133851 canceled 38757 live 2798 suspended 1843 Name: state, dtype: int64

Live, cancelled, suspended, and undefined campaigns can be dropped from the dataset

In [12]: de \_des(des(destabl) = lowerres(d)) | (des(destabl) = levind())

Displaying the updated value counts

In [13]: df state value counts()

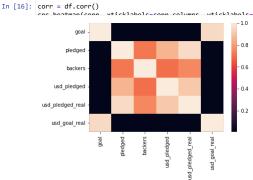
Converting the launched and deadline dates to a timedate format column for exploration and processing

```
In [14]: df['launched'] = pd.to_datetime(df['launched'])
df['deadline'] = pd.to_datetime(df['deadline'])
```

Replacing column names that contain spaces for exploration and processing

In [15]: df columns - [c\_nonloco(' ' ' ') for c\_in df columns]

Finding data correlations of numeric columns with heatmap



The columns 'usd\_goal\_real' and 'usd\_pledged\_real' were added by the data collector to account for current currency conversion rates. These columns are highly correlated to 'goal' and 'usd\_pledged' and can be

In [17]: df deen/columns-flued goal moal! lucd mlodged moal! implace-Touch

Similiarly 'usd\_pledged' is highly correlated to 'pledged' and can be dropped

In [18]: df dron/columns-lucd plodgod! inplace-True\

The 'currency' column can also be dropped as we have the 'usd\_pledged' values

In [19]: df dron(columns='cumnoncy' inplace=True)

Of the remaining numeric columns, The 'goal' column appears uncorrelated to 'backers' or 'pledged' The number of backers has about a 75% correlation to the amount pledged. Displaying updated heatmap.

In [20]: corr = df.corr()



Additional features are kept for data exploration but will be dropped to prepare for machine learning. Displaying remaining features and info.

In [21]: de inea().

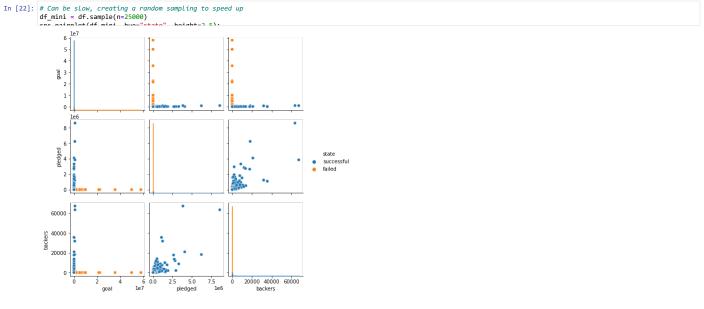
```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 331462 entries, 0 to 378660
Data columns (total 10 columns):
```

```
Column
                             Non-Null Count
                             331462 non-null object
331462 non-null object
331462 non-null object
 0
       category
       main_category
                             331462 non-null datetime64[ns]
331462 non-null float64
       deadline
       goal
launched
                                                     datetime64[ns]
                             331462 non-null
       pledged
                             331462 non-null
                                                     float64
                             331462 non-null object
331462 non-null int64
331462 non-null object
       state
       backers
       country
dtypes: datetime64[ns](2), float64(2), int64(1), object(5)
memory usage: 27.8+ MB
```

# Exploring the data

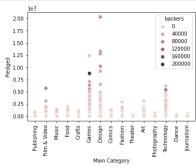
Creating pairplot to view/confirm data correlations. The columns 'backers' and 'pledged' appear to be correlated

6/14/2022, 4:51 PM 3 of 10



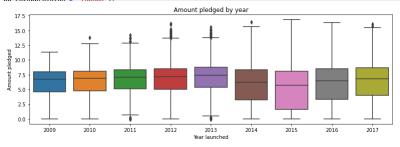
Creating a scatterplot of the amount pledged for each main category

```
In [23]:
sns.scatterplot(x='main_category', y='pledged', hue='backers', data=df, s=50);
plt.xticks(rotation=90);
plt.xlabel('Main_Category');
slt.ylabel('Main_Category');
```



Creating a boxplot of amounts pledged by year

```
In [24]: # Log tranform 'pledged' to distribute values
np.seterr(divide = 'ignore');
plt.figure(figsize=(13,4));
sns.boxplot(x=df.launched.dt.year, y=np.log(df.pledged));
plt.xlabel('Year launched');
plt.xlabel('Year launched');
plt.title('Amount pledged');
plt.title('Amount pledged by year');
```



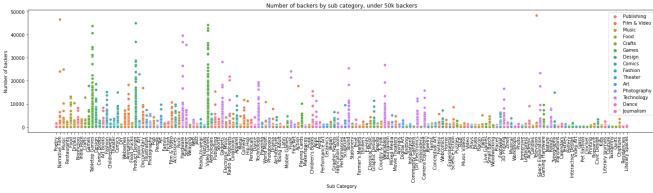
Creating barplot for number of campaigns by country

```
In [25]: df['country'].value_counts()
df['country'].value_counts().plot.bar();
plt.xlabel('Country');
plt.ylabel('Number of campaigns');
                                     Number of campaigns by country
                 250000
               돌 200000
                 150000
                 100000
                   50000
                          Creating barplot for number of campaigns by main category
In [26]: df['main_category'].value_counts().plot(kind='bar', title='Number of Campaigns by Main Category');
   plt.xlabel('Main Category');
   plt.ylabel('Number of campaigns');
   plt.ylabel('Number of campaigns');
                                Number of campaigns by main category
                 50000
                  30000
                 20000
                 10000
             Creating barplot for mean dollars pledged by main category
In [27]: df.groupby('main_category').mean()['pledged'].sort_values(ascending=False).plot(kind='bar');
plt.xlabel('Main Category');
plt.ylabel('Mean dollars pledged');
plt.ylabel('Mean dollars pledged');
                                 Mean dollars pledged by main category
                 30000
                 20000
                 15000
               10000
                   5000
                                                Main Category
             Creating barplot for number of backers by main category
In [28]: df.groupby('main_category')['backers'].count().sort_values(ascending=False).plot(kind='bar');
plt.xlabel('Main_Category');
             plt.ylabel('Number of backers');
                                  Number of backers by main category
                 50000
                 40000
                 30000
                 20000
                                     Games
                                                Main Category
             Display how many and list categories within main categories
In [29]: df grouphy('main_category')['category'] value_counts()
Out[29]:
```

```
main_category
               category
Art
                Art
                                7486
               Painting
                                 3034
                Illustration
                                2890
                Public Art
                                2850
                Mixed Media
                                2513
                Festivals
                Experimental
                                 342
                Immersive
                                 297
```

Number of backers by sub category, under 50k backers for legibility

```
In [30]: plt.figure(figsize=(25,5))
    df2 = df[df['backers'] < 50000]
    sns.scatterplot(x='category', y='backers', hue='main_category', data=df2);
    plt.xlabel('Sub Category');
    plt.xlicks(rotation=90);
    plt.ylabel('Number of backers');
    plt.title('Number of backers');
    plt.ylabel('Number of backers');
    plt.ylabel('without of backers by sub category, under 50k backers');
    plt.ylabel('scategory');
    plt.ylabel('scateg
```



### Preparing data for machine learning

```
In [31]: nn nandom cood(29)
```

Converting categorical features to numeric. The best test RMSE was about 15% lower when converting the categorical columns manually to percentages versus using the get\_dummies() method, with 6 predictors.

```
In [32]: # Get campaign Length in days
df['days'] = (df.deadline - df.launched).astype('timedelta64[D]').astype(int)

#Create numeric representation of 'main_category' by calulating mean percent of pledged amounts
def func(x):
    x['m_cat_perc'] = x['pledged'].mean() / x['pledged'].sum().sum()
    return x

df = df.groupby('main_category').apply(func)

# Create numeric representation of 'category' by calulating mean percent of pledged amounts
def func(x):
    x['s_cat_perc'] = x['pledged'].mean() / x['pledged'].sum().sum()
    return x

df = df.groupby('category').apply(func)

df['state'] = (df['state'] == 'successful').values.astype(int)

# predictors = ['goal', 'backers', 'days', 'category', 'main_category', 'state']
# target = 'pledged'
# X = df[predictors]
# X = nd oot dimmins(data X does first_Tage)
```

```
In [33]: # select predictor and target variables to be used with regression model, dropping other features predictors = ['goal', 'backers', 'days', 'm_cat_perc', 'state'] # predictors = ['goal', 'backers', 'days', 'category', 'main_category', 'state', 'country'] target = 'pledged'

X = df[predictors].values
y = df[target].values
```

Getting a random sample of the data as knn can be slow

```
In [34]:
indexes = np.random.choice(y.size, size=15000)
X_mini = X[indexes]
y_mini = y[indexes]

# X_mini = X_mini[(np.abs(zscore(X_mini)) < 3).all()]</pre>
```

Scaling the data

Data sanity check

```
In [36]: print(X_train.shape)
           (11250, 6)
           [-0.0559271 -0.17370337 -0.30750036 -0.41657818 -0.25264235 -0.81785809]
[-0.01585716 -0.1703651 2.03424273 -0.15026109 -0.37779915 -0.81785809]
[-0.05609406 -0.14032067 -0.30750036 -0.56901524 -0.2625667 1.22270601]]
           Baseline performance
           Getting the baseline "blind" prediction, average value of the target variable
In [37]: def rmse(predicted, actual):
In [38]: actual = y test
           predicted = y_train.mean()
           test, rmse baseline: 66072.9
           KNeighborsRegressor - Performance with default hyperparameters
In [39]: knn = KNeighborsRegressor(algorithm='brute')
knn.fit(X_train, y_train)
predicted = knn.predict(X_test)
           test RMSE, defualt hyperparameters: 52169.5
           Testing with different values of K
predictions = knn.predict(X_test)
train = rmse(y_train, knn.predict(X_train))
test = rmse(y_test, predictions)
In [41]: n = 30
           test_rmse = []
train_rmse = []
          train_imsc - []
for k in ks:
    print(k, ' ', end='')
knn = KNeighborsRegressor(n_neighbors=k)
                rmse_tr, rmse_te = get_train_test_rmse(knn, X_train, X_test, y_train, y_test)
train_rmse.append(rmse_tr)
           test_rmse.append(rmse_te)
           1 3 5 7 9 11 13 15 17 19 21 23 25 27 29 done
           Print test RMSE results as a function of k, for all odd value k up to 29
[81997.89121360613, 62029.24584675199, 52169.54031329579, 44517.03310098852, 44812.34500545312, 42485.43682704381, 42003.24968350373, 41291.69995824102, 42180.3238380688
           7, 43331.88123336618, 42677.29482436208, 43791.71227635761, 43700.95751088592, 43385.6035475931, 42837.38533365974]
           Print the best k and the test RMSE associated with it
#print(i)
#print(rmse[i])
                return int(bestk), round(best,1)
           best_k, best_rmse = get_best(ks, test_rmse)
           best k = 15, best test RMSE: 41291.7
           Plot the test and training RMSE as a function of k, for all odd value k up to 29
```

The best RMSE while testing hyperparmeter values of k on the KNeighborsRegressor model was 41291.7  $\,$ 

# LinearRegressor model

The new model increases the RMSE by about 15%.

```
In [45]: # select predictor and target variables to be used with model, dropping other features
predictors = ['goal', 'backers', 'days', 'm_cat_perc', 's_cat_perc', 'state']
            target = 'pledged'
            X = df[predictors].values
            y = df[target].values
            reg = LinearRegression(copy_X=True, fit_intercept=True, n_jobs=None, normalize=False)
Out[45]: LinearRegression()
            View the coefficients and intercept of the LinearRegression model
In [46]: print(reg.intercept_)
print(reg.coef_)
# print('intercept: '
# print('second)
                                      ' + str(round(reg.intercept_, 2)))
             -2396.2822501874325
            [ 4.31160035e-04 7.52031247e+01 8.28152528e+01 -1.10918978e+07 4.57663281e+05 4.34176191e+03]
            Plotting the actual values versus the predicted values
In [47]: def plot_actual_predicted(actual, predicted, title):
                  sns.scatterplot(x=actual[:], y=predicted[:], s=40)
                 x = predicted[:].min(), actual[:].max()
y = predicted[:].min(), actual[:].max()
                 plt.plot(x, y, color='black', linestyle='dashed');
plt.title(title);
plt.xlabel('actual');
plt.ylabel('predicted');
                                       Predicted by actual
                2.00
                1.75
                1.50
                1.25
             0.75
               1.00
                0.50
                0.25
                0.00
                                        0.75 1.00 1.25 1.50 1.75 2.00
                      0.00 0.25 0.50
            Many predictions are off the line. Fitting another model after splitting into training and test data.
In [48]: X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.25, random_state=1)
reg2 = LinearRegression(copy_X=True, fit_intercept=True, n_jobs=None, normalize=False)
reg2.fit(X_train, y_train)
reg2.fit(X_train, y_train)
                                Predicted by actual (training data)
                2.00
                1.75
                1.50
                1.25
             0.75
               1.00
                0.50
                0.25
                                              1.00 1.25 1.50 1.75 2.00 actual 1e7
In [49]: Plat actual predicted/y test new predict/V test\ 'Predicted by actual (test data)')
                               Predicted by actual (test data)
            The plots of test and training data appear similiar, checking RMSE and r-squared values
In [50]: RMSE = np.sqrt(((reg2.predict(X_test) - y_test)**2).mean())
            47526.27
            r-squared value of reg2: 0.5069
```

8 of 10

```
In [51]: predictors = ['goal', 'backers', 'days', 'm_cat_perc', 's_cat_perc', 'state']
            X = np.arrav(df[predictors])
            X_s = zscore(X)
            Let's check the r-squared value of the scaled data
In [52]: X_train, X_test, y_train, y_test = train_test_split(X_s, y, test_size=0.25, random_state=1)
            reg3 = LinearRegression()
            reg3.fit(X_train, y_train)
            nnint('n coursed value of nog2: (: Afl' format(nog2 ccono(V thain v thain)))
            r-squared value of reg3: 0.5069
            Scaling the data has not affected the results, let's try adding some Polynomial Features
In [53]: pf = PolynomialFeatures(degree=2)
            pf.fit(X)
            Checking the shape
In [54]: V nolv chano
Out[54]: (331462, 28)
            Creating a model using all of the new features
In [55]: X_train, X_test, y_train, y_test = train_test_split(X_poly, y, test_size=0.25, random_state=1)
            reg4 = LinearRegression(copy_X=True, fit_intercept=True, n_jobs=None, normalize=False)
            reg4.fit(X_train, y_train)
            predict = reg4.predict(X_test)
RMSE = np.sqrt(((predict - y_test)**2).mean())
print('DMSE: ' | stp(pound(DMSE 2)))
            RMSE: 46128.66
            Check the RMSE of the first feature
In [56]: X_0 = X_train[:,[0]]
            # compute the negated mse scores with 5-fold cross validation
scores = cross_val_score(LinearRegression(), X_0, y_train, scoring='neg_mean_squared_error', cv=5)
            RMSE = np.sqrt(-scores.mean())
            RMSE: 109325.81
            Find feature with the lowest RMSE
In [57]: rmse_min = []
            for i in range(X_train.shape[1]):
    X_0 = X_train[:,[i]]
    scores = cross_val_score(LinearRegression(), X_0, y_train, scoring='neg_mean_squared_error', cv=5)
    rmse_min.append(np.sqrt(-scores.mean()))
i_min = np.where(rmse_min == np.min(rmse_min))[0][0]
            rmse_min = np.min(rmse_min)
                                                 + DMCE. /. Ofl' formatinf got foature names()[i min] nmce min))
            best feature: x1, best RMSE: 78607.68
            Now let's find the best set of 8 features using the greedy method of forward feature selection.
In [58]: remaining = list(range(X_train.shape[1]))
selected = []
            while len(selected) < n:
                 rmse_min = 1e7
for i in remaining:
                      1 in remaining:
selected.append(i)
X = X_train[:,selected]
scores = cross_val_score(LinearRegression(), X, y_train, scoring='neg_mean_squared_error', cv=5)
selected.remove(i)
if (np.sqrt(-scores.mean()) < rnse_min):</pre>
                 rmse_min = np.sqrt(-scores.mean())
i_min = i
remaining.remove(i_min)
                 selected.append(i_min)
                                                     see ( 25) format/lan/colocted\ nmco min\\
            num features: 1; rmse: 78607.68
            num features: 2; rmse: 74663.02
num features: 3; rmse: 72597.77
            num features: 4; rmse: 72419.93
            num features: 4; rmse: 72317.89
num features: 6; rmse: 72211.72
num features: 7; rmse: 72205.64
num features: 8; rmse: 72204.96
            Shows little improvement after 7 features. Check RMSE of 8 feature set
```

```
In [59]: X = X_poly[:,selected]
X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.25, random_state=1)

reg7 = LinearRegression(copy_X=True, fit_intercept=True, n_jobs=None, normalize=False)
reg7.fit(X_train, y_train)

predict = reg7.predict(X_test)

RMSE = np. sqrt(((predict - y_test)**2).mean())
nsint/test_NMSE_with 8 features: 46397.6
```

Our model using all features has only slightly better RMSE value than the 8 feature set

### DecisionTreeRegressor model

```
In [60]: X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.25, random_state=1)
reg8 = DecisionTreeRegressor(max_depth=5)
reg8.fit(X_train, y_train)

y_predict = reg8.predict(X_test)
errors = y_test - y_predict
rmse = np.sqrt((errors**2).mean())
rmse: 44574_68_351_format/rmse)
rmse: 44574_68_361_format/rmse)
```

# Conclusion

The best RMSE while testing hyperparmeter values of k on the KNeighborsRegressor model was 41291.7 with a k value of 15. The best RMSE while testing the LinearRegressor model was 46128.66 using all polynomial features and 46397.6 using the top 8 features. The best RMSE while testing max depth values of the DecisionTreeRegressor model was 44574.83 with a max depth of 5.

In [ ]: