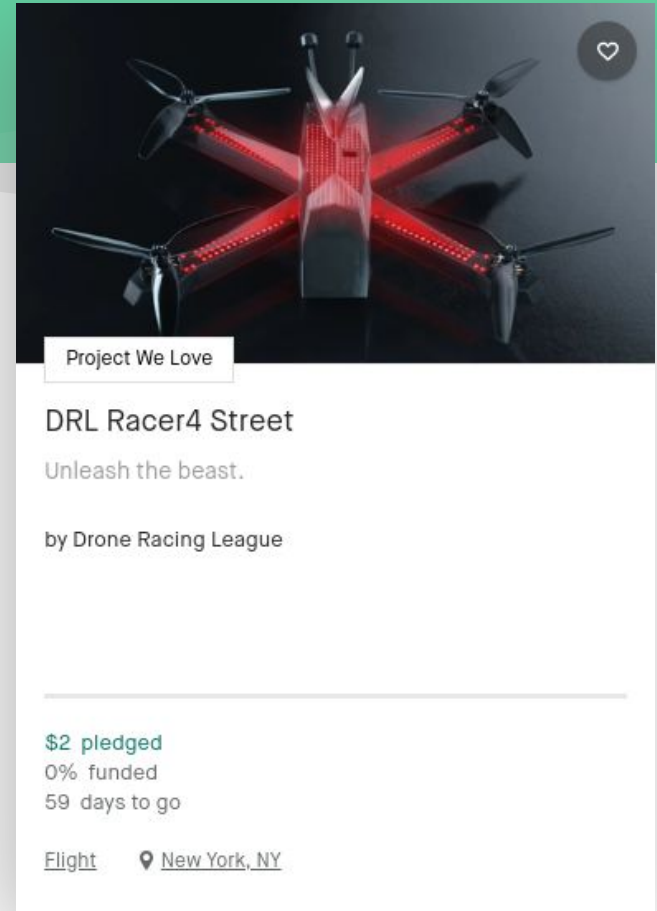


Kickstarter Project Success

Kevin Chiv

What is Kickstarter?

- Global crowdfunding platform
- 60 day campaigns with rewards
- “All or nothing” funding policy

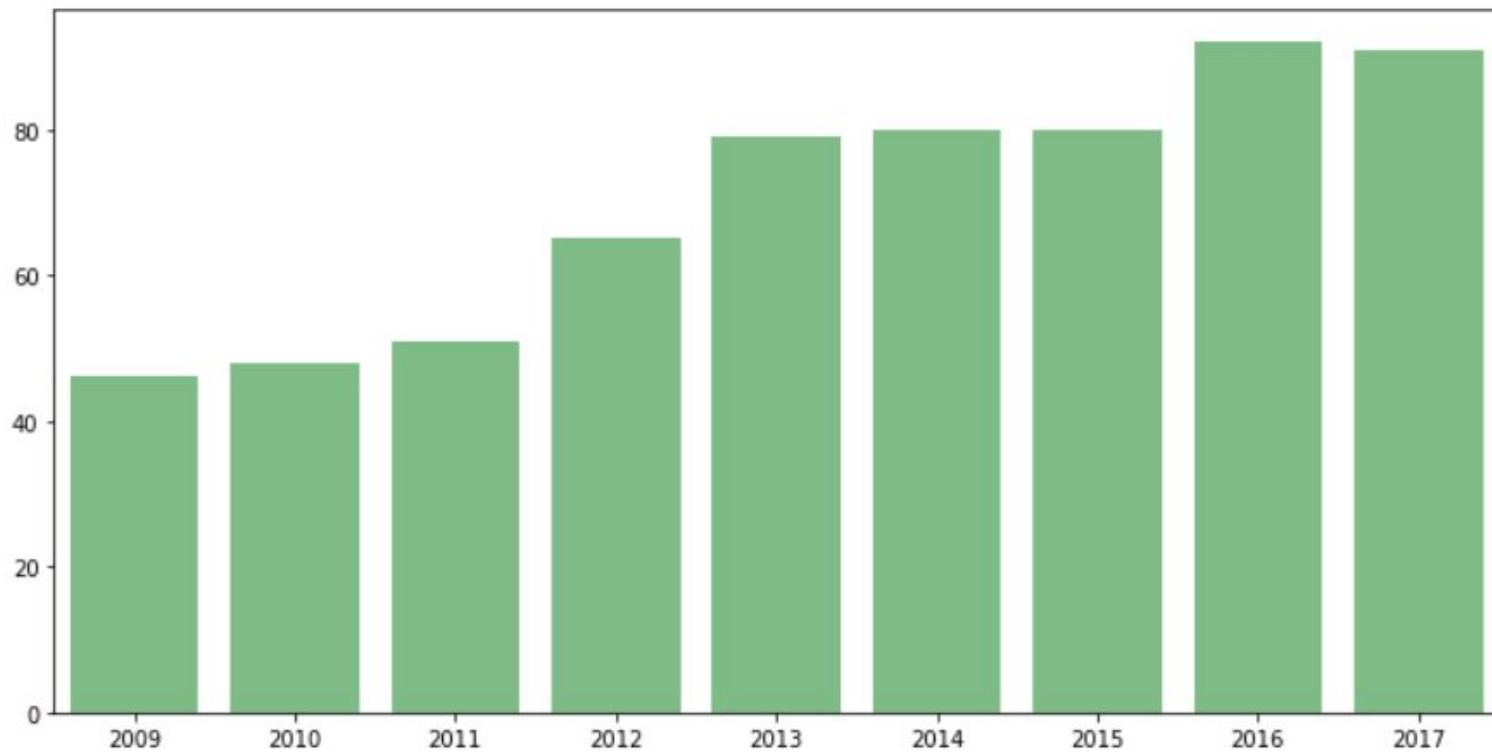


Objective

- Target Audience:
 - Creator Teams, Crowdfunding Platforms
- Problem:
 - Limited project funds and time
- Goal:
 - Maximize chance of project success

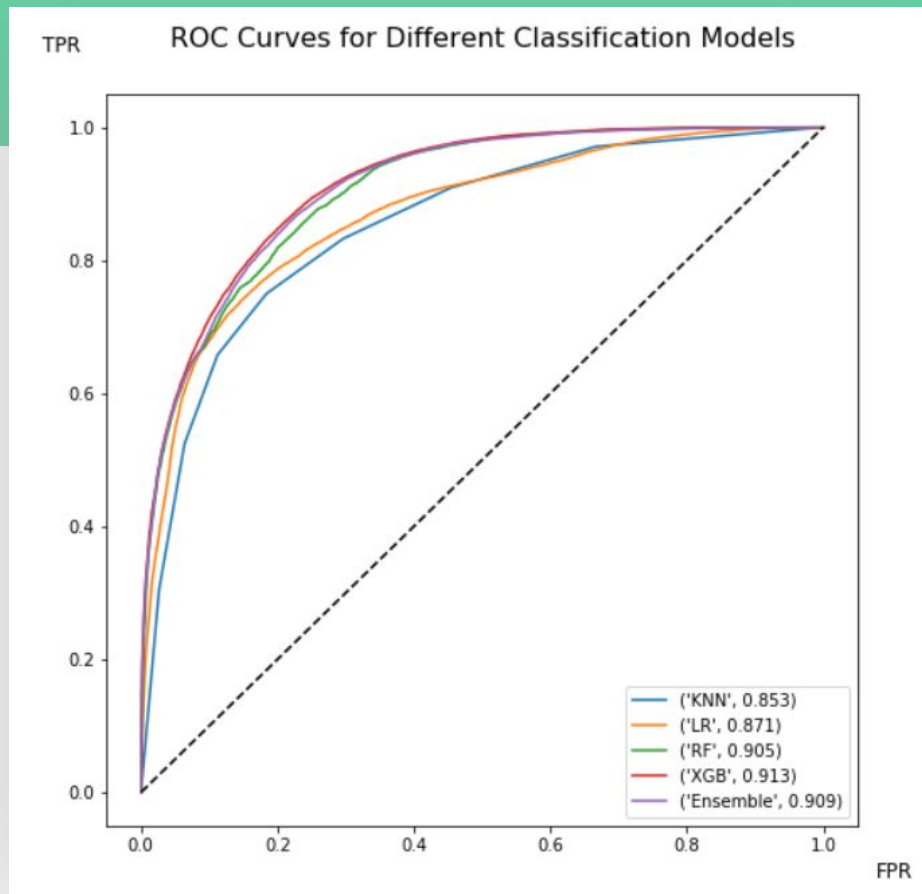
Median Number of Backers

Median Number of Backers - 2009 to 2017



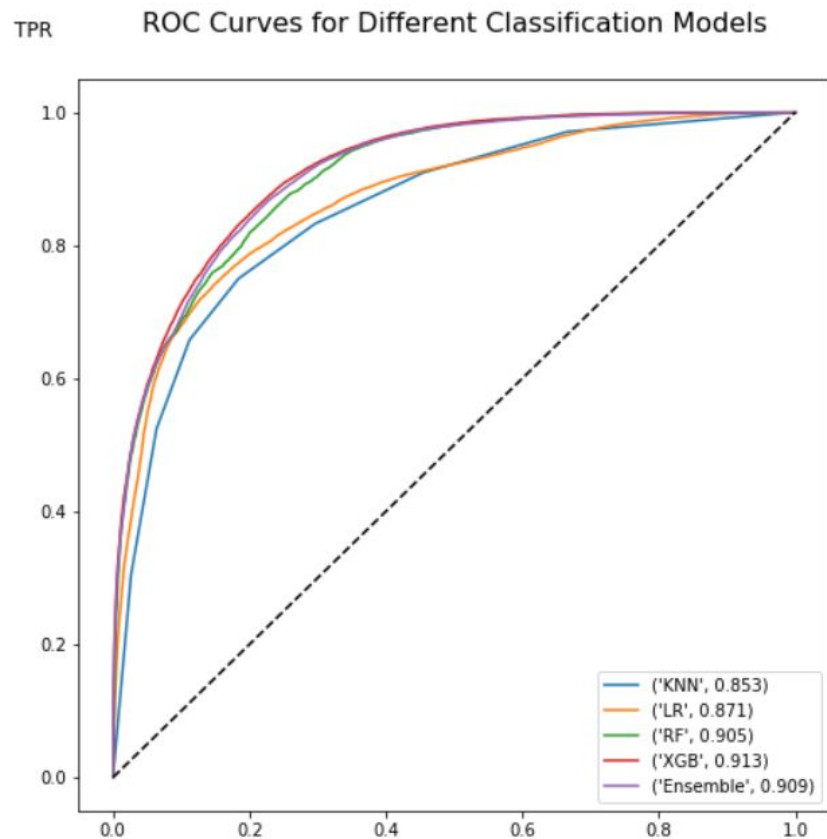
Which Model?

Model	ROC AUC
K-Nearest Neighbors	0.853
Logistic Regression	0.871
Random Forest	0.905
XGBoost Classifier	0.913
Ensemble	0.909



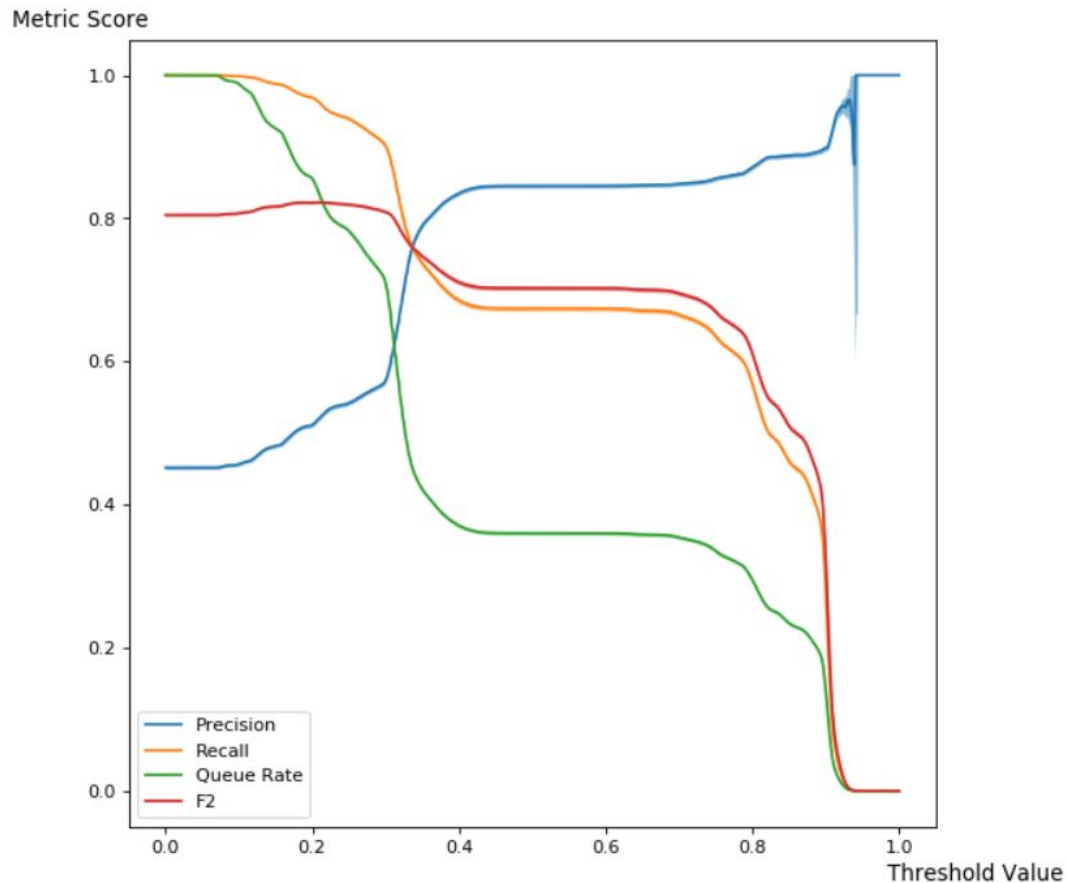
Which Model?

Model	ROC AUC
K-Nearest Neighbors	0.853
Logistic Regression	0.871
Random Forest	0.905
XGBoost Classifier	0.913
Ensemble	0.909



SGD Classifier

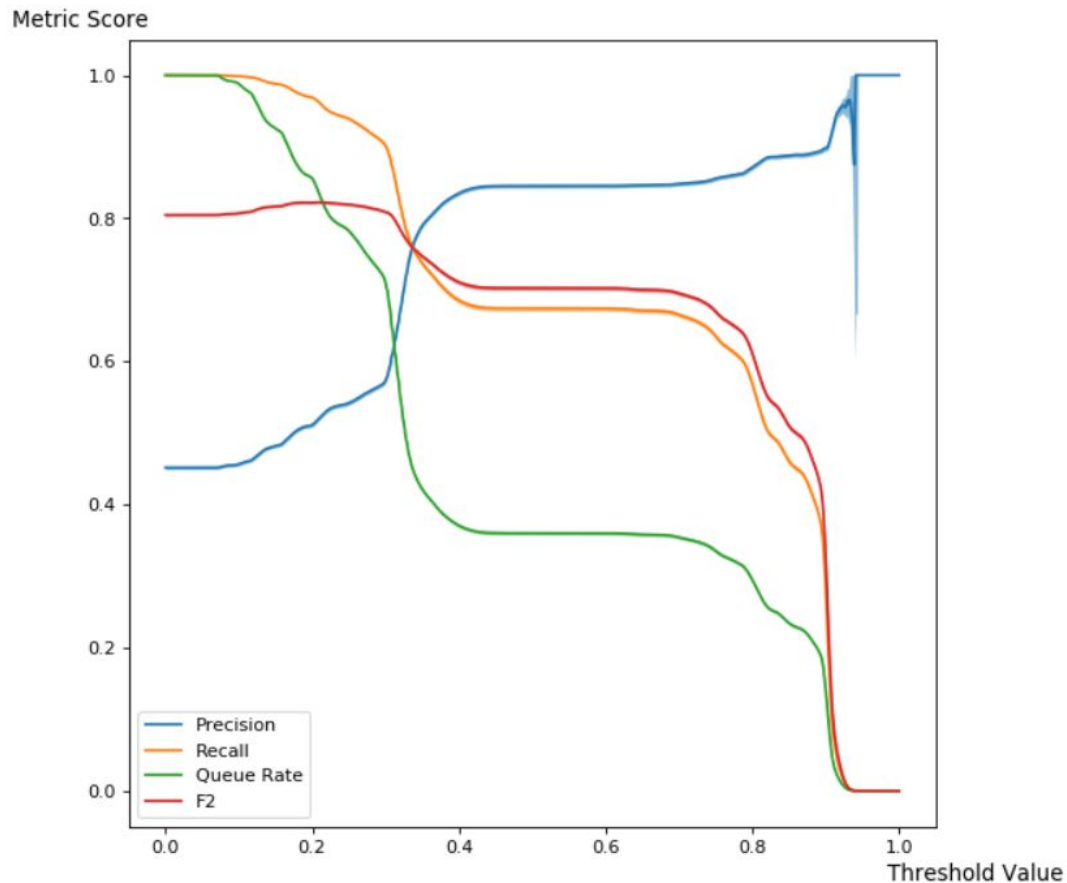
Different Metrics Across Thresholds



Metric	Test Score
Accuracy	0.558
Precision	0.506
Recall	0.975
F2	0.822

SGD Classifier

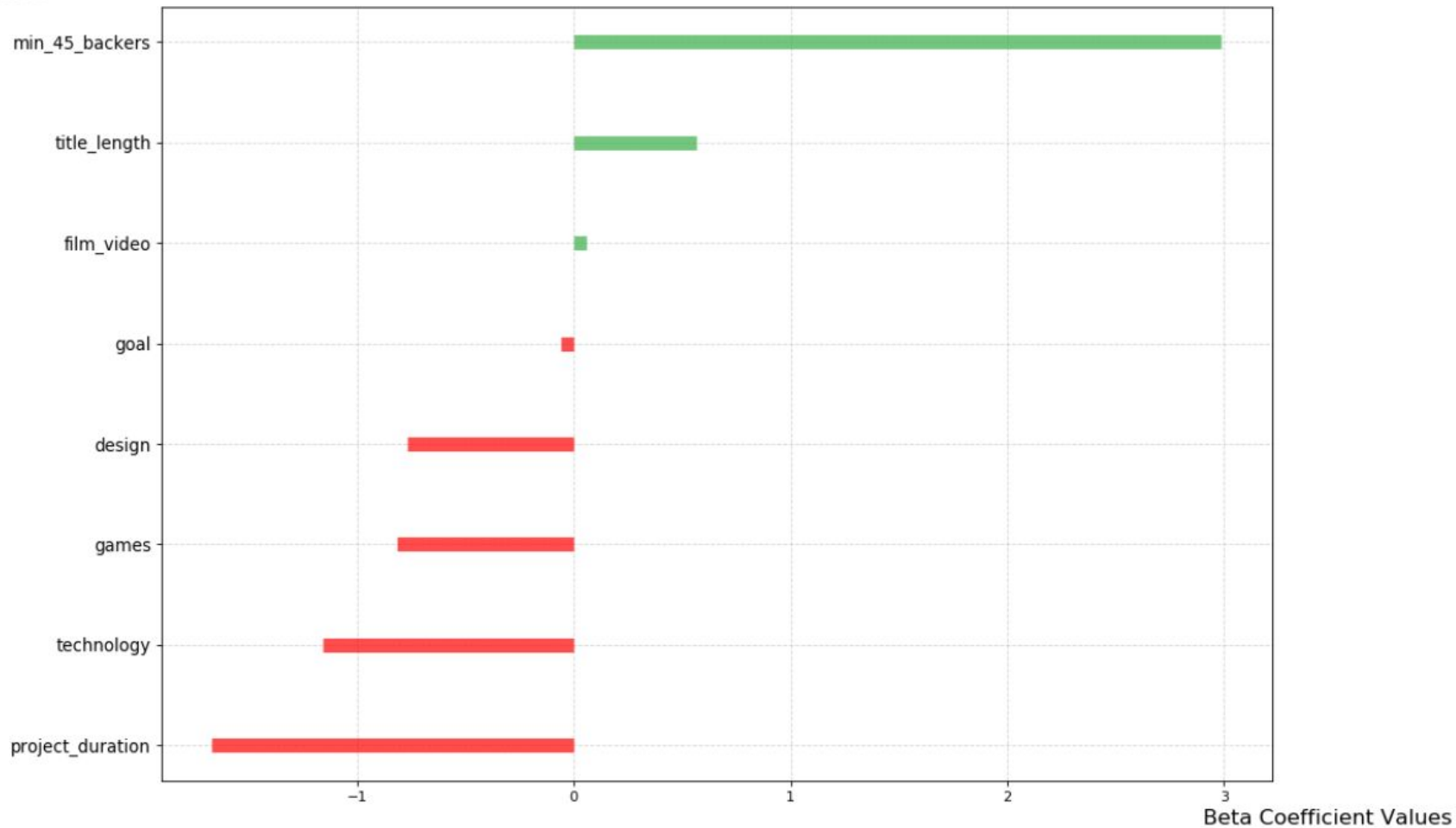
Different Metrics Across Thresholds



Metric	Test Score
Accuracy	0.558
Precision	0.506
Recall	0.975
F2	0.822

Feature Importance from SGD Classifier

Features



Enter Campaign Info

Campaign Name:

Campaign Duration (Days):

Campaign Goal Amount (\$):

Main Category:

Estimated Backers Count:

Prediction

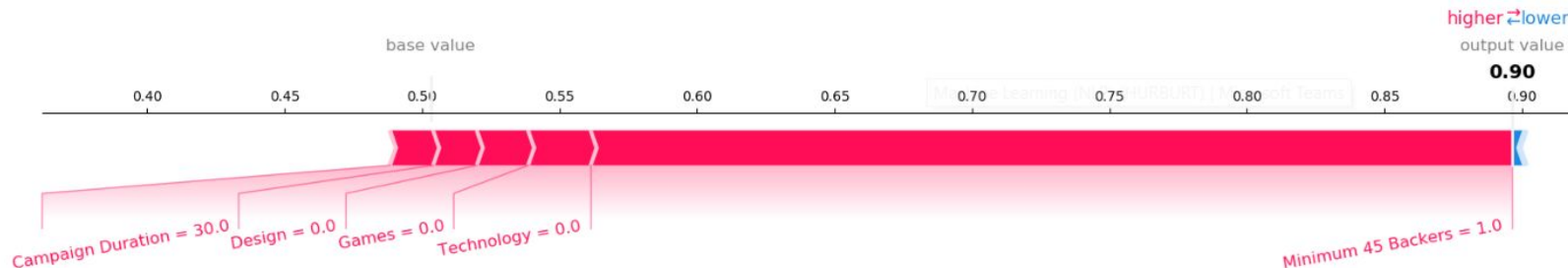
Probability of Success: 89.6%

Likely Successful

See SHAP force plot below for details. Factors that are red and point right increase probability of campaign success. Factors that are blue and point left decrease probability of campaign success.

While main categories are not changeable, aim to have:

- A minimum of 45 Kickstarter backers
- A deadline of 30 days or less
- A reasonably long, interesting title
- A reasonable goal amount



Recommendations

- For creator teams:
 - Set reasonable goal amounts
 - Consider shorter deadlines
 - Have long, meaningful titles
- For platforms:
 - Identify struggling projects to boost

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Thank You!