

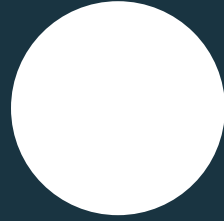
Kickstarter ML

How to predict the success of Kickstarter projects using Machine Learning

Agenda

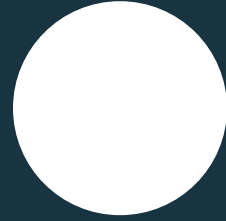
1. Goal
2. Overview of the dataset
3. Machine Learning model
4. Recommendations
5. Future work





1. Goal

Our Model will help you predict if your project will be successful
before you potentially waste time, money and effort!



2. Overview of the dataset



209,000

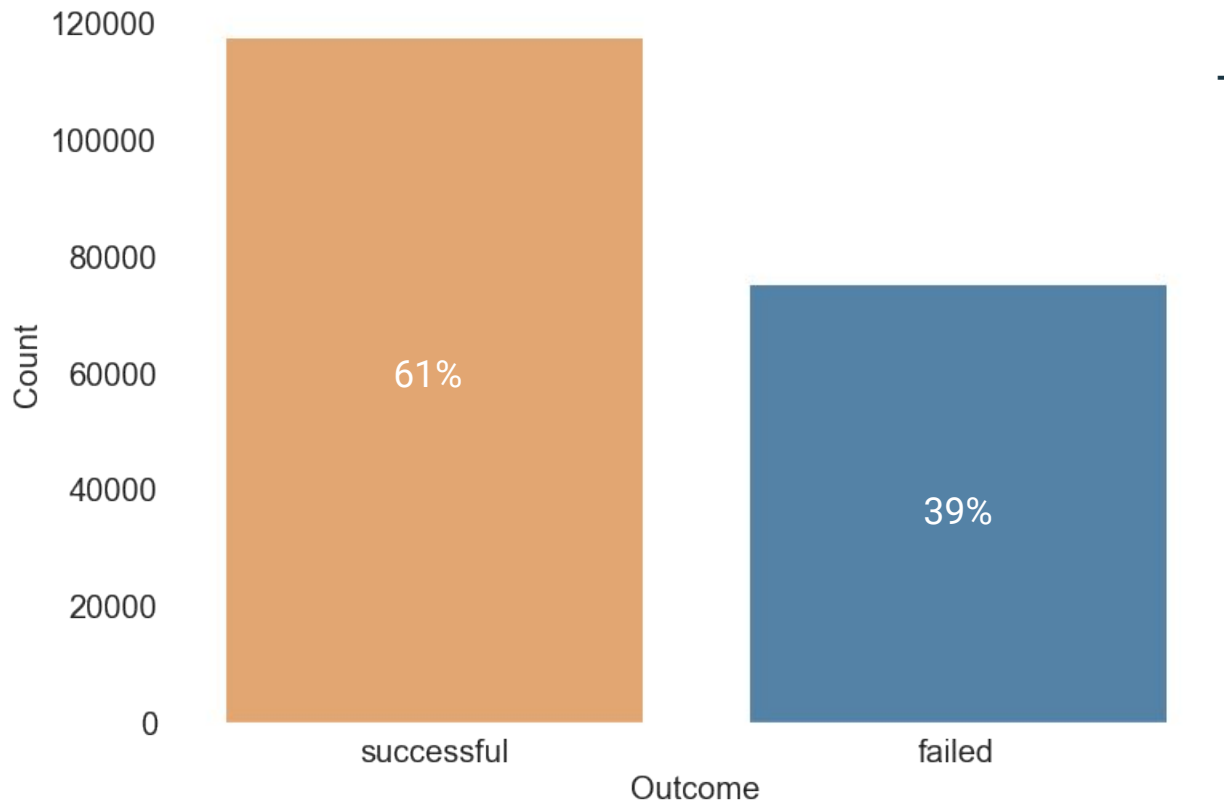
total Kickstarter projects

15

categories

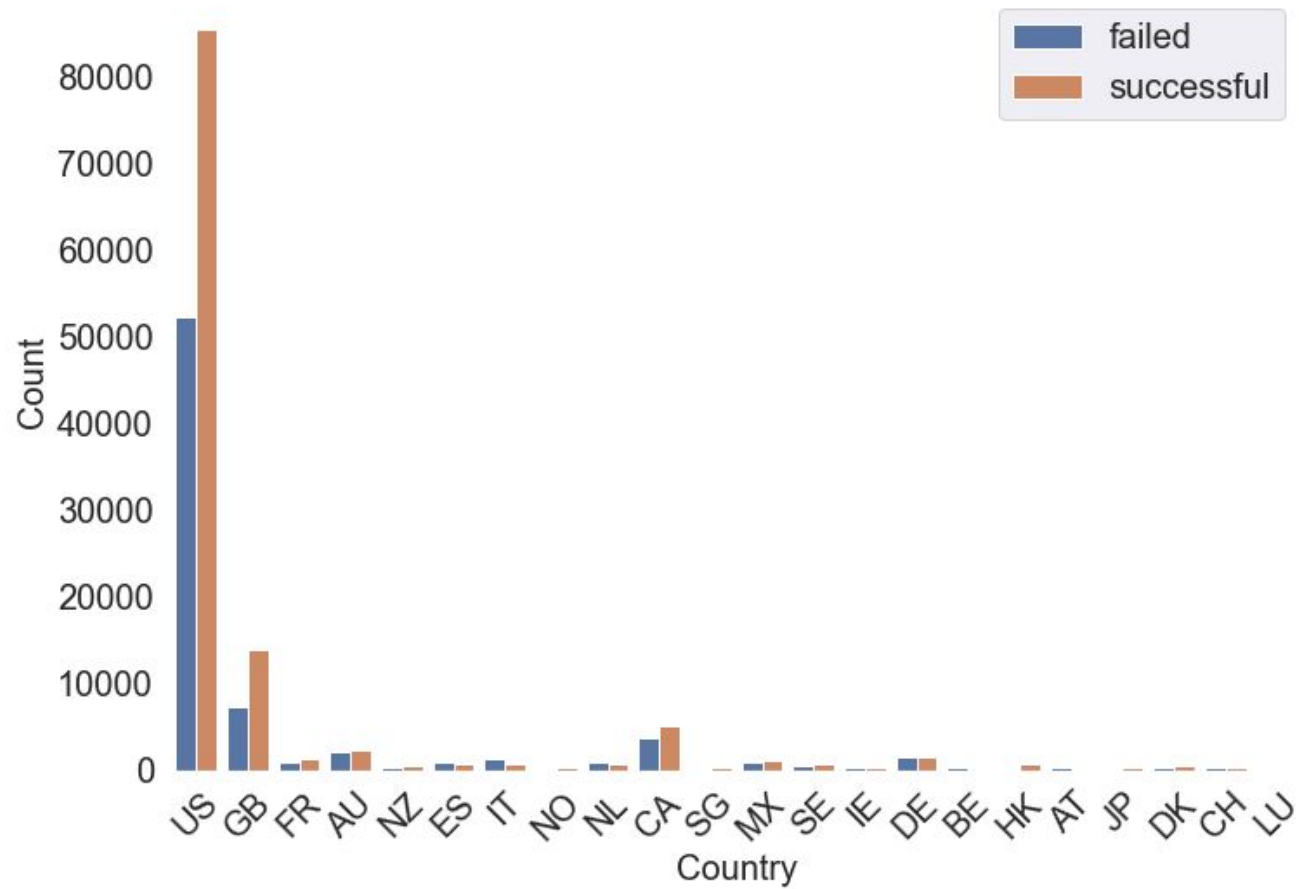
8

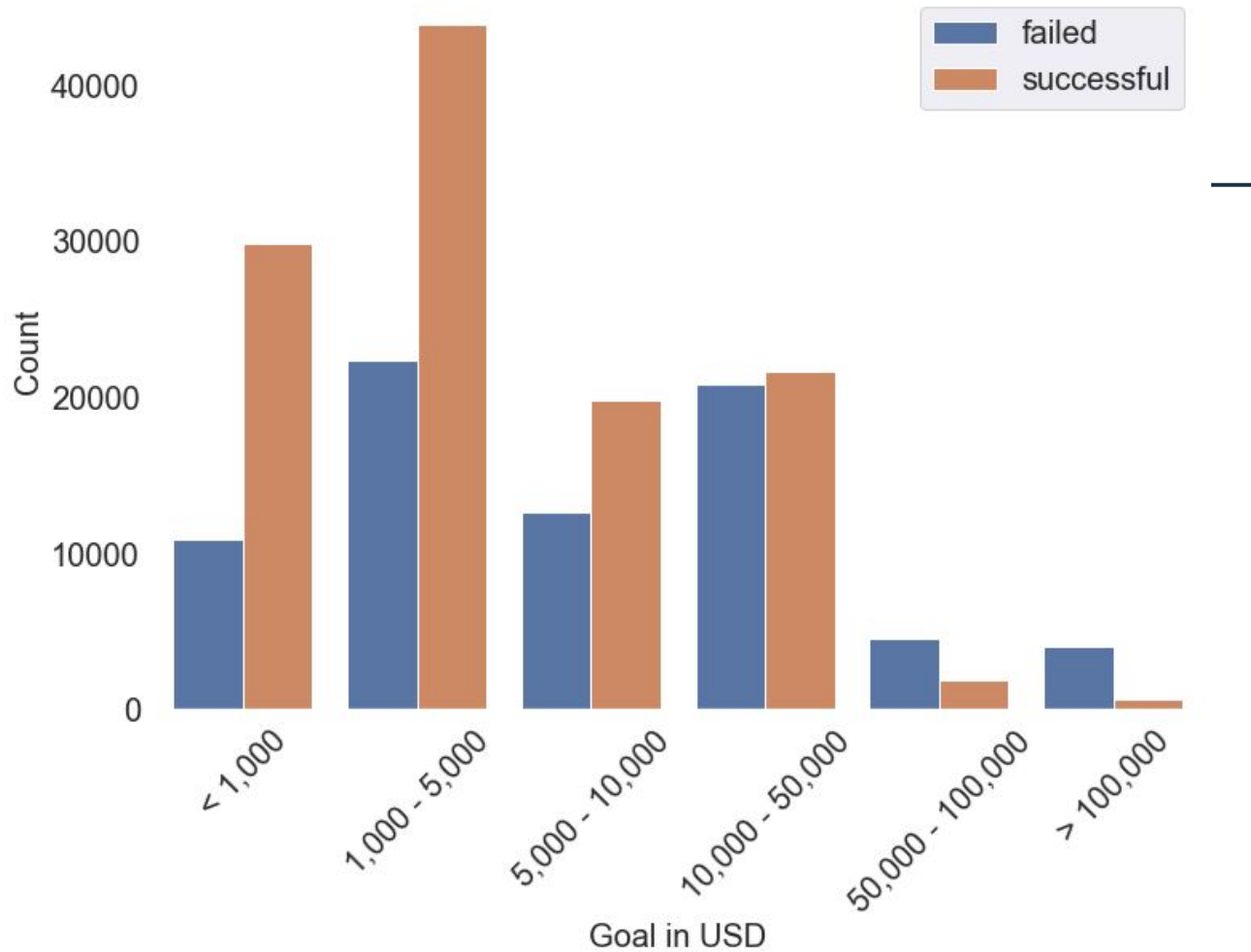
prediction features



Funding success

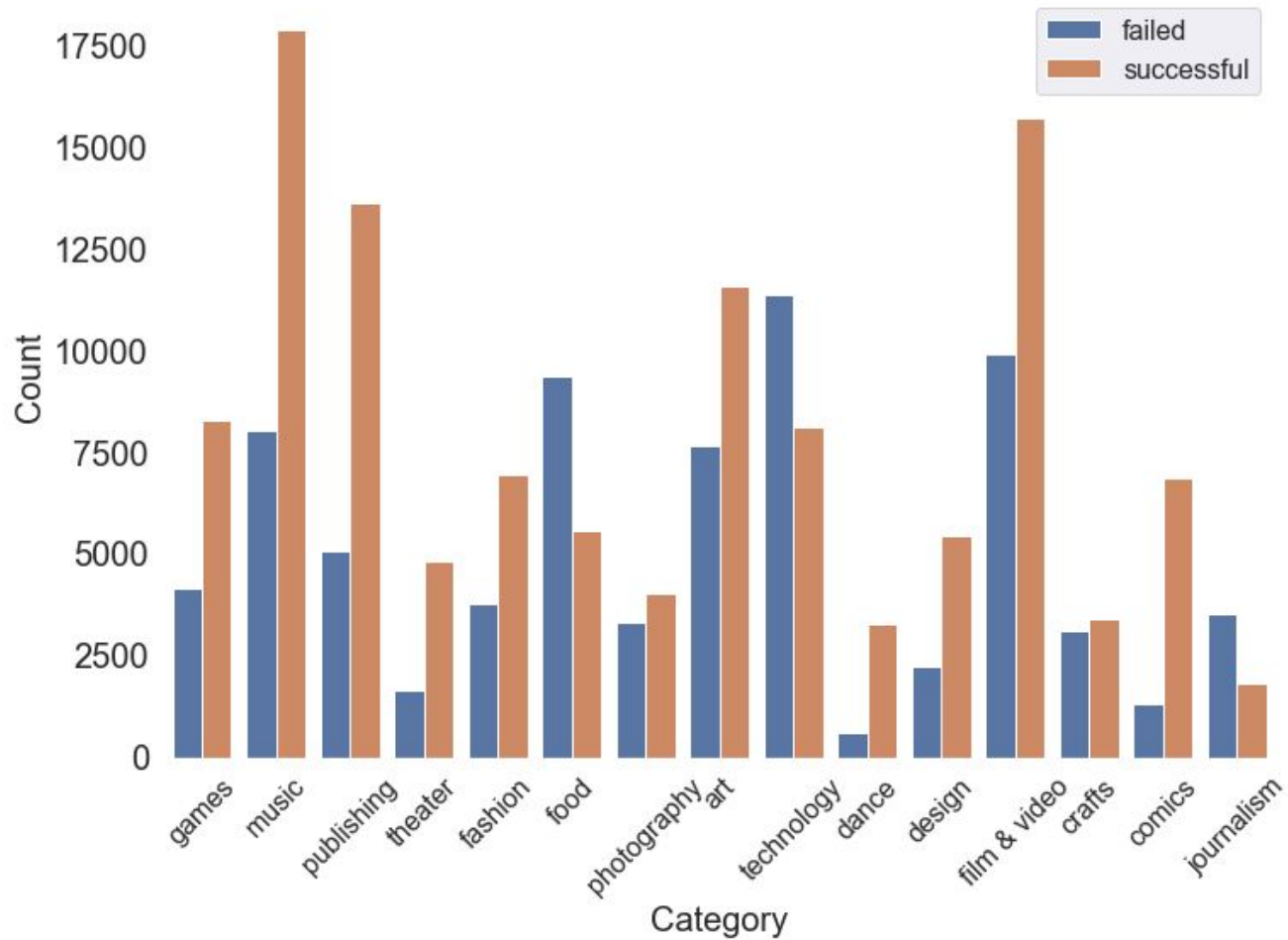
Countries





Goal in USD

Categories

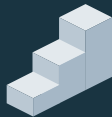


3. Machine Learning model

Let us predict if your project will be successful



Success prediction



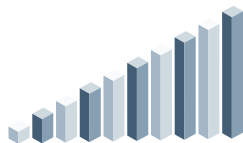
Base: 61% accuracy

Final: 71% accuracy

Improvement: 10%



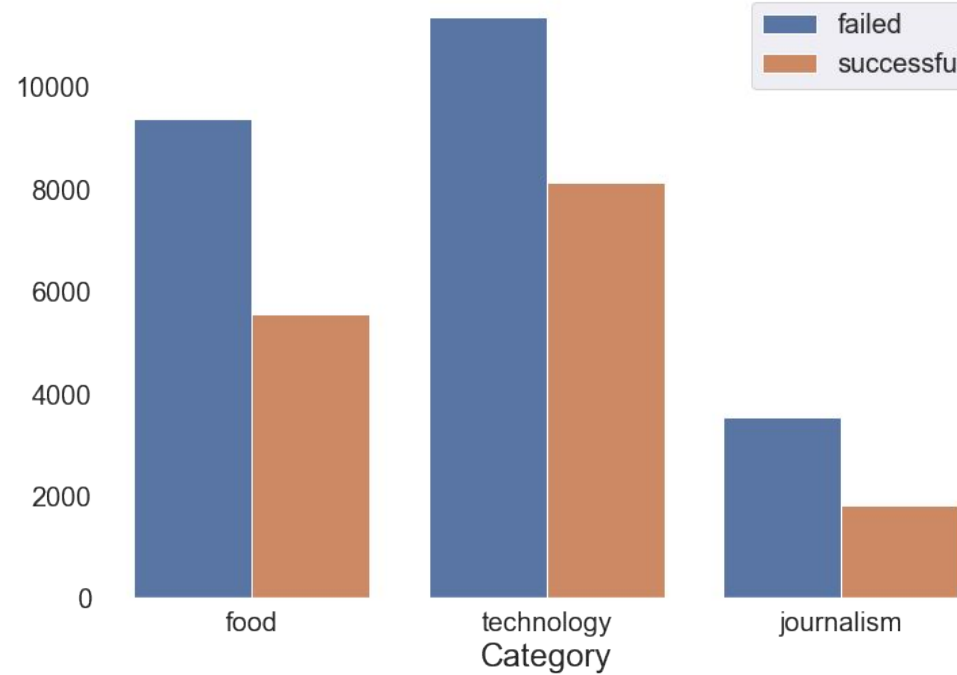
Model performance



Most important features

- Category
- Goal in USD
- Amount of time project is live
- Length of project name

Recommendations



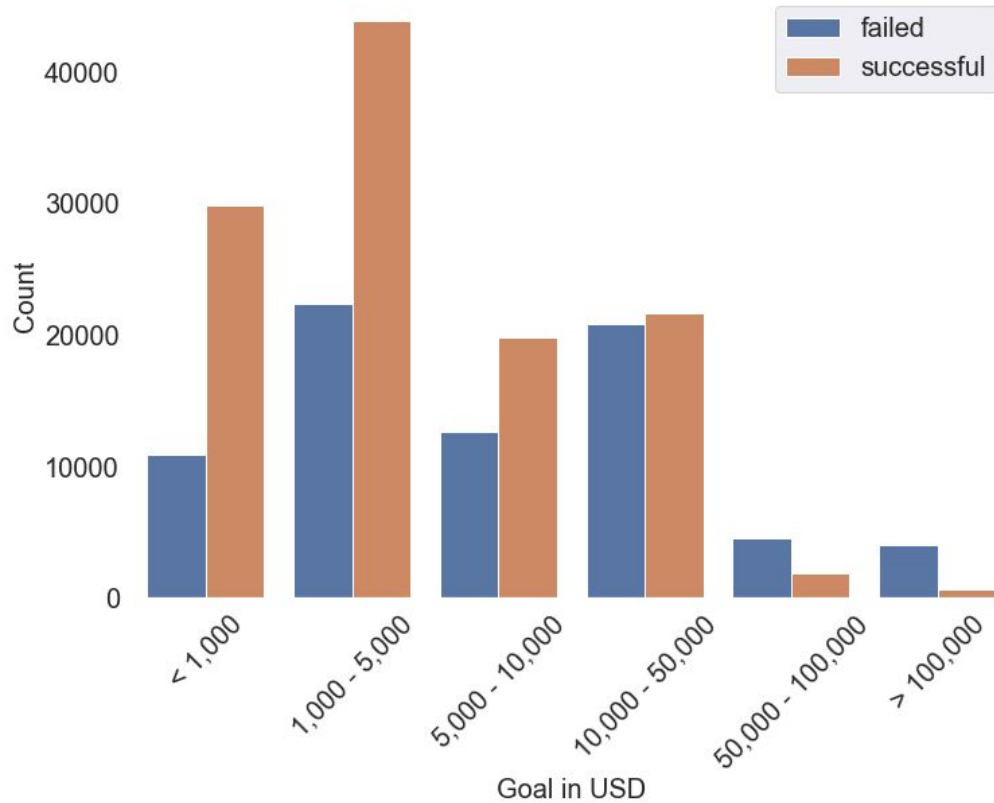
Category

- Avoid
- food
 - technology
 - journalism

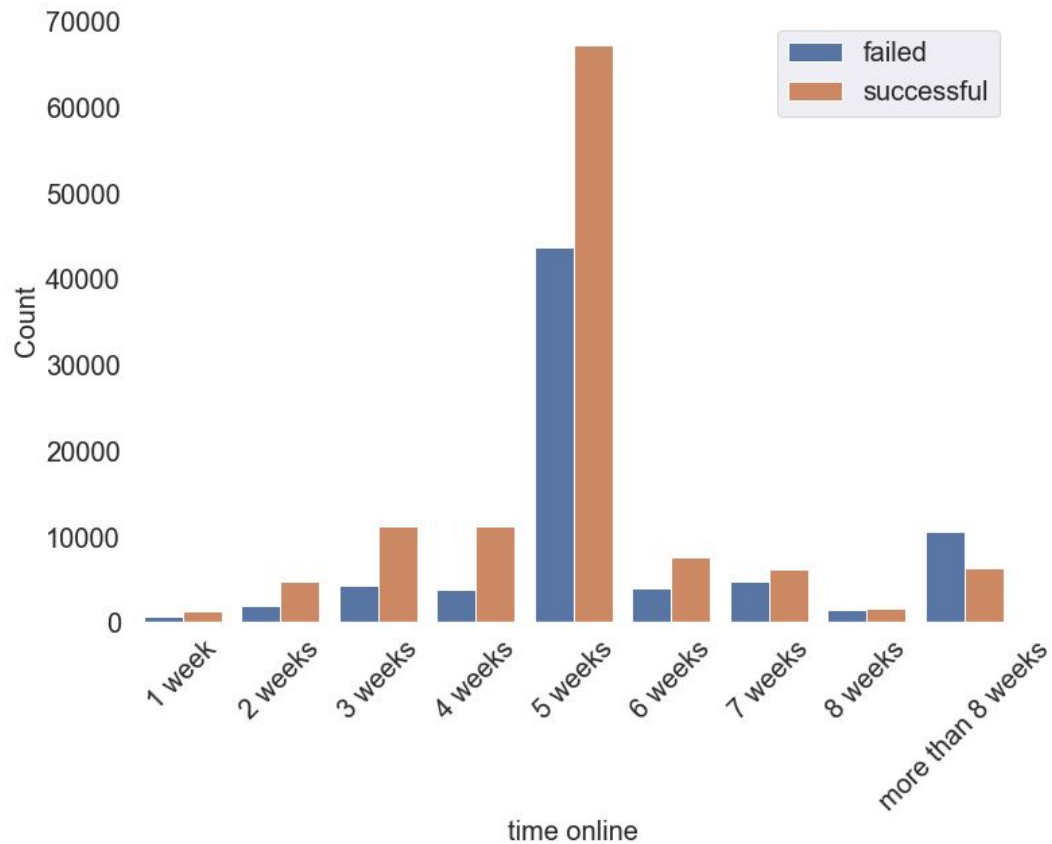
Recommendations

Goal in USD

- Keep the goal below 50,000 USD



Recommendations



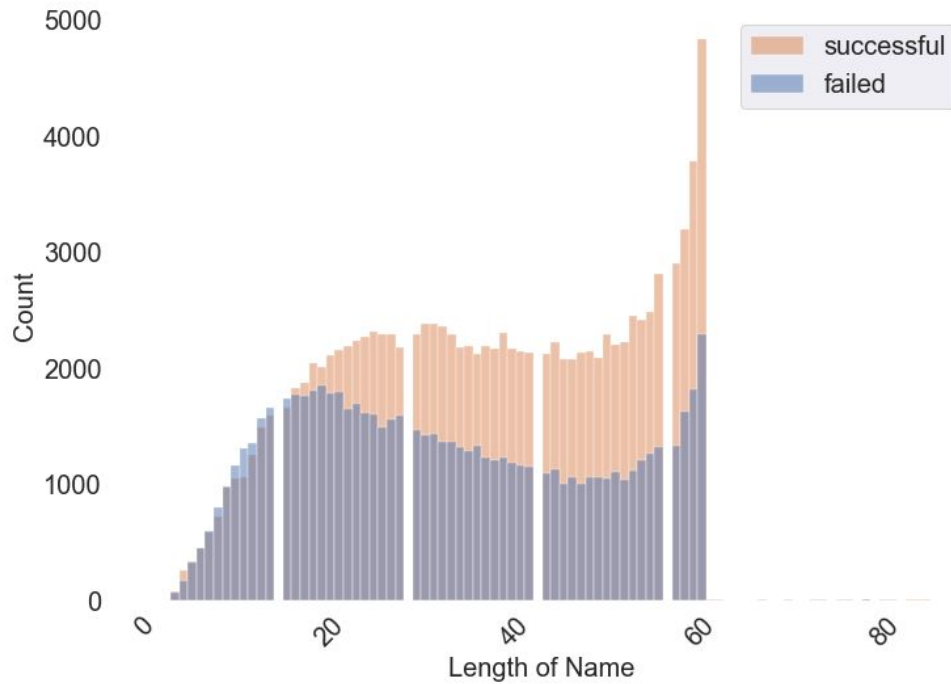
Time online

- Keep it below 8 weeks

Recommendations

Name length

- Long is better
- At least 25 characters



Recommendations

- Category: avoid journalism, food, technology
- Goal < 50,000 USD
- Time online < 8 weeks
- Choose a rather long name



Future work

- Invest time in finding new features
- Have a closer look at subcategories
- Analyze content of name and description
- More detailed error analysis

Thank you!

Does anyone have any questions?

