

KICKSTARTER

EDA & Modeling
By Julius, Phillip and Birte



TABLE OF CONTENTS



01

Intro & EDA

02

**ML Algorithm
and Model**

03

Recommendation

01

Introduction & Data Analysis

INTRODUCTION

- Kickstarter is a global crowdfunding platform focused on creativity
- Founded in 2009 in the US
- Key facts since 2009:



19 millions of people



Funded 5.6 billions of Dollar



198.000 successful projects

SCOPE



Predict success of kickstarter projects



What leads a project to success?



Identifying important features



Recommendations for stakeholder projects

DATASET FACTS FOR ANALYSIS

200.000 project entries

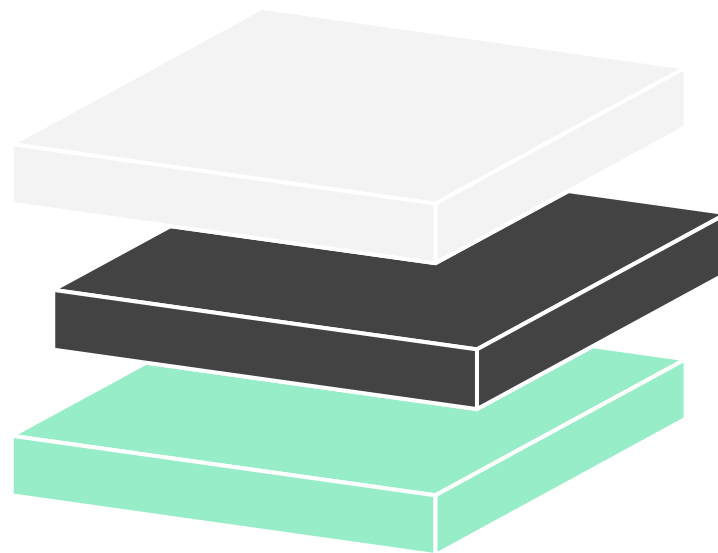
Projects

37 attributes, eg. Goal,
pledged amounts,
backers, categories

Attributes

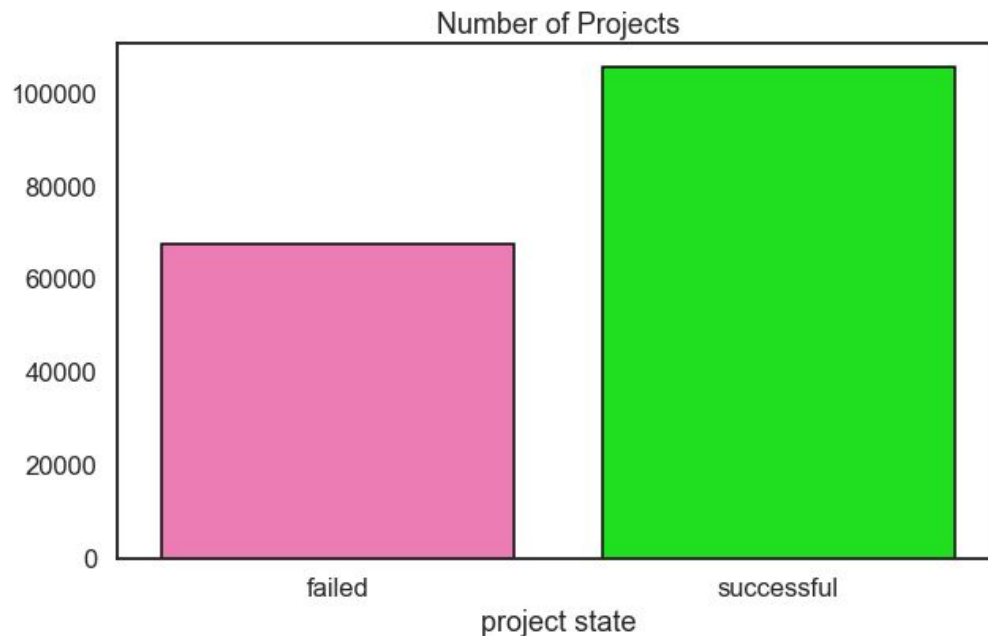
2009 to 2019

Timeline



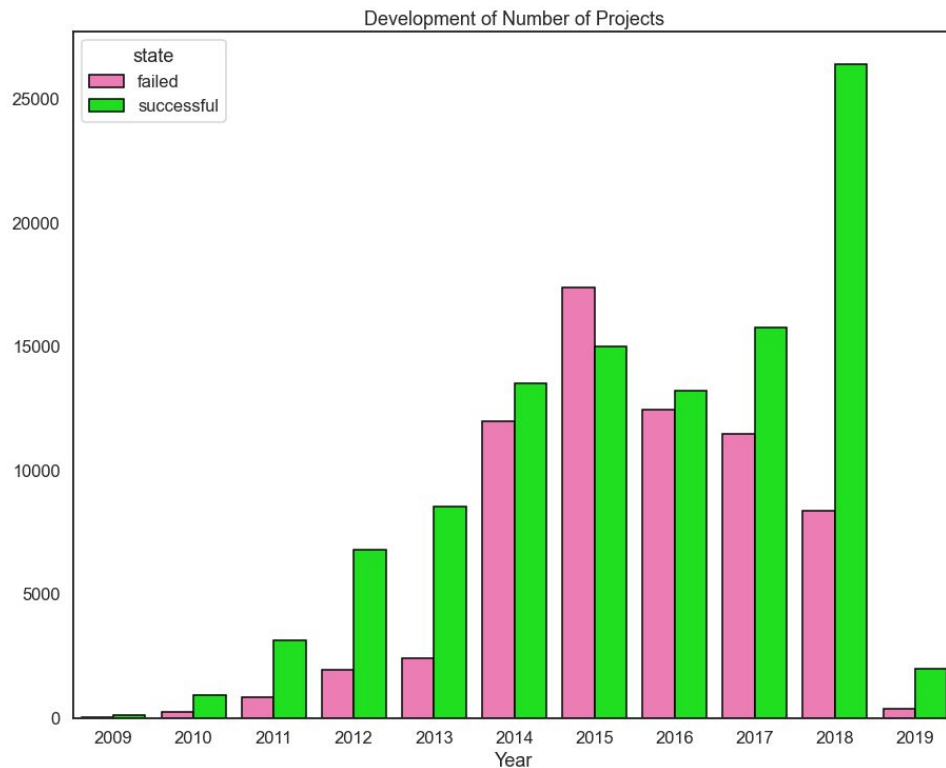
NUMBER OF PROJECTS

Number of successful and failed projects up to 2019



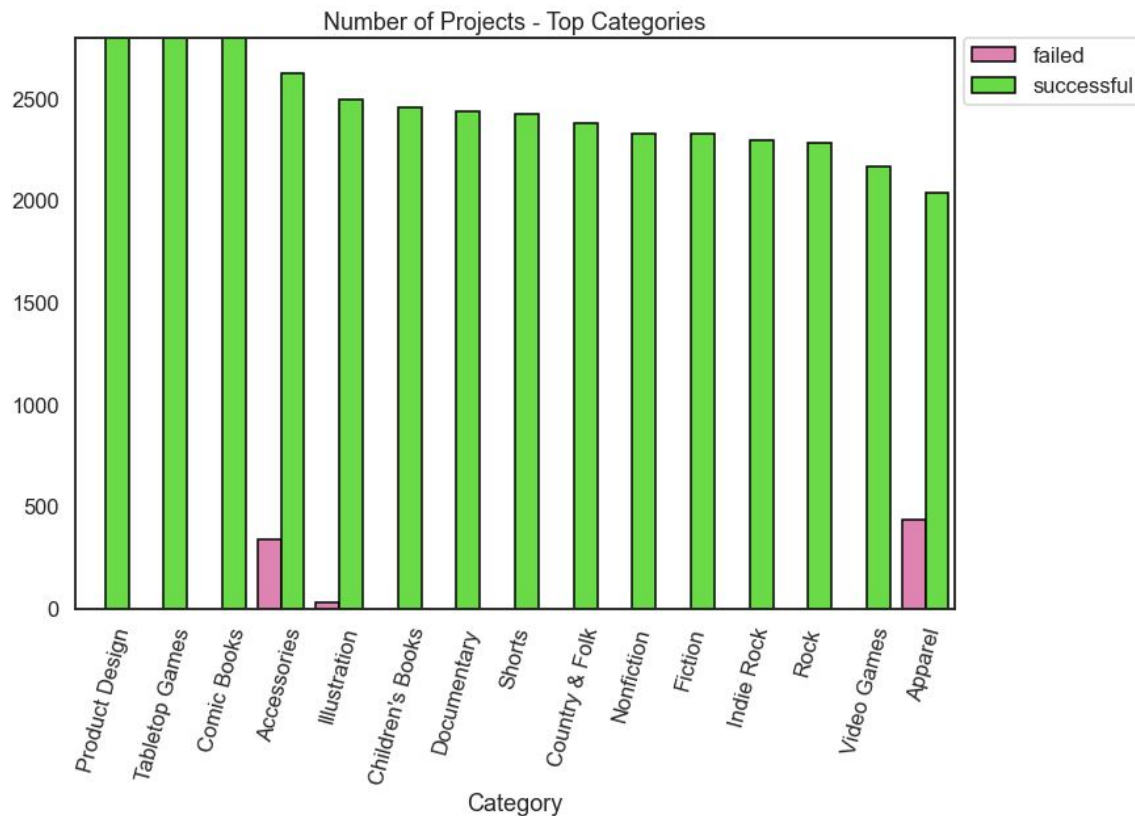
DEVELOPMENT

Development of
number of projects
over years



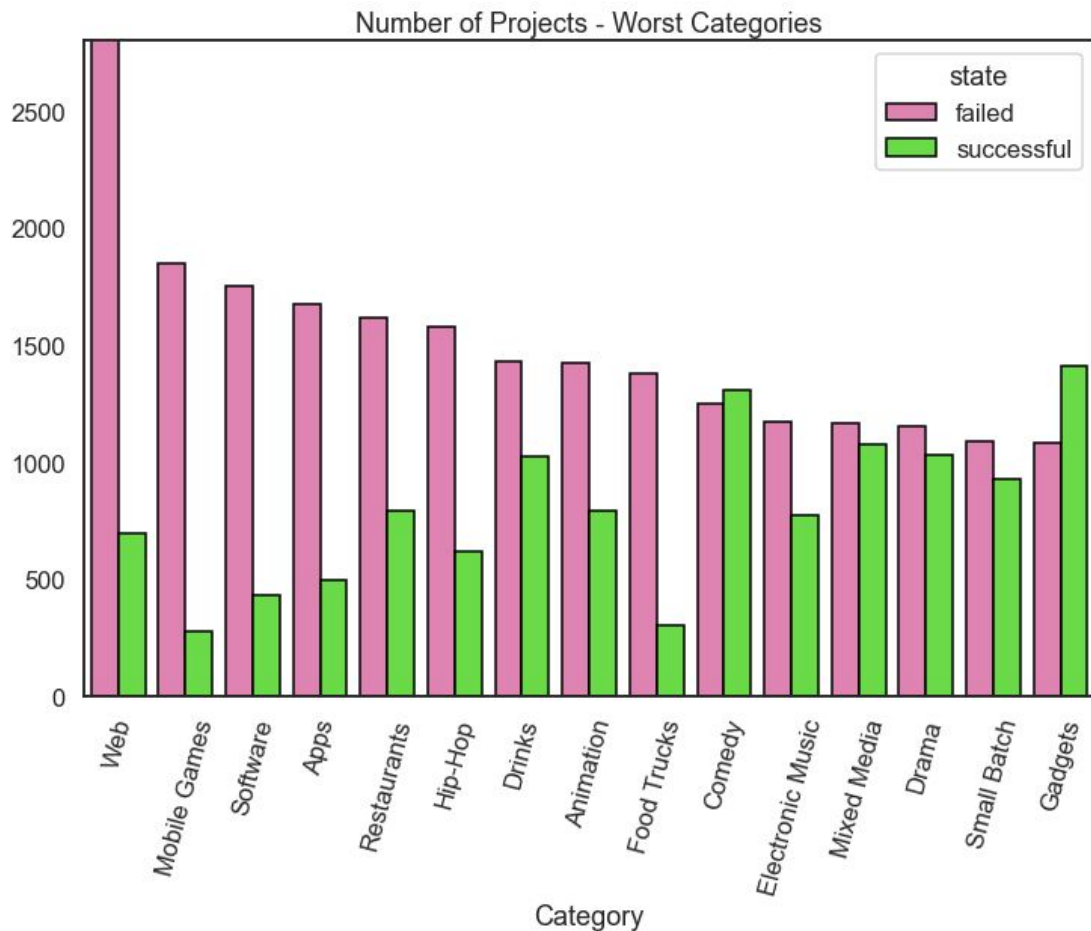
CATEGORY INSIGHTS

Categories with the
most successful
projects

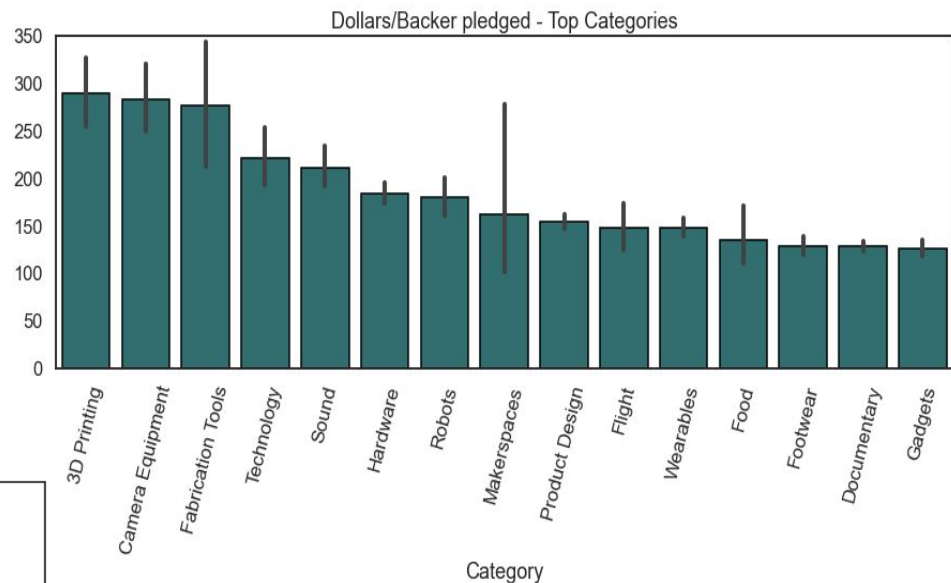
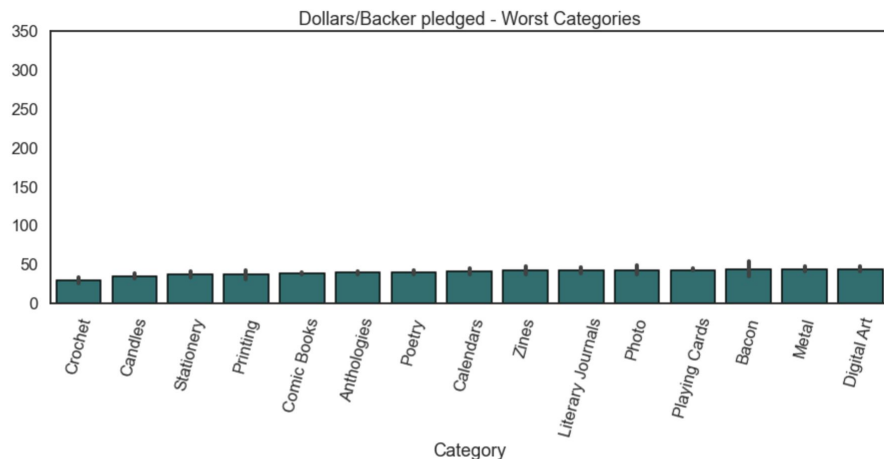


CATEGORY INSIGHTS

Categories with the
highest number of
worst projects



PLEGGED PER BACKER

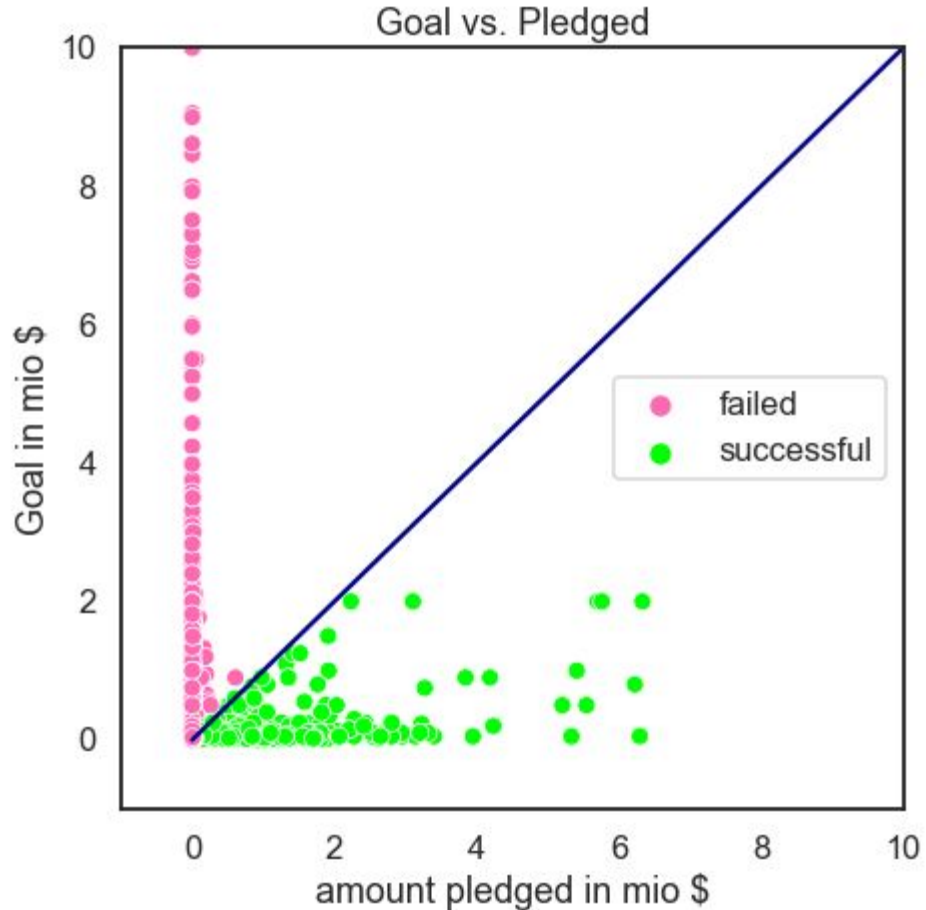


**Average amount
funded per Backer**

GOAL VS PLEDGED

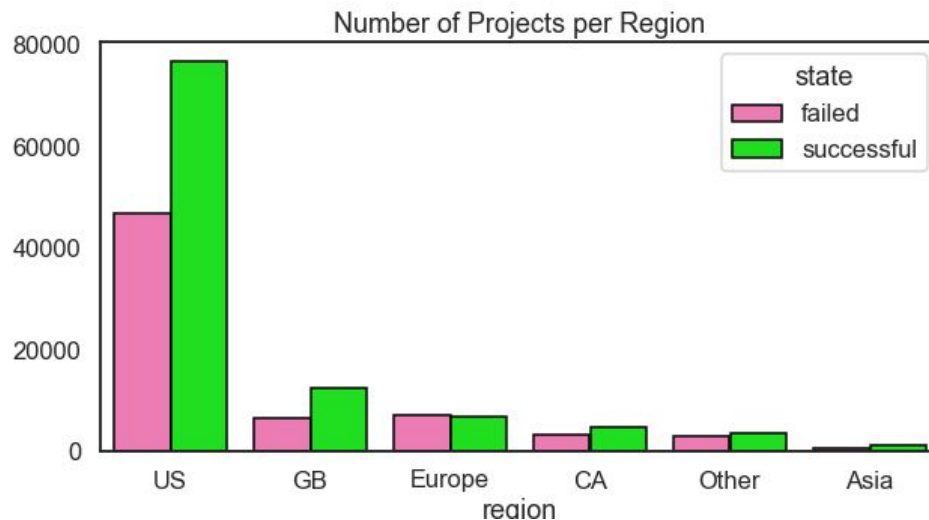


**Successful projects
have in general a goal
amount less than 2 Mio
USD**



PROJECT REGIONS

Crowdfunding seems
to be more common in
US, Canada and GB



02

Machine Learning Algorithm and final Model

MODELING

- Comparison of 7 algorithms
- Best parameter detection via GridSearch (10% data used)
- Algorithms used:



Naive Bayes



LogisticRegression



KNN



SVC



DecisionTree



RandomF
orest



AdaBoost

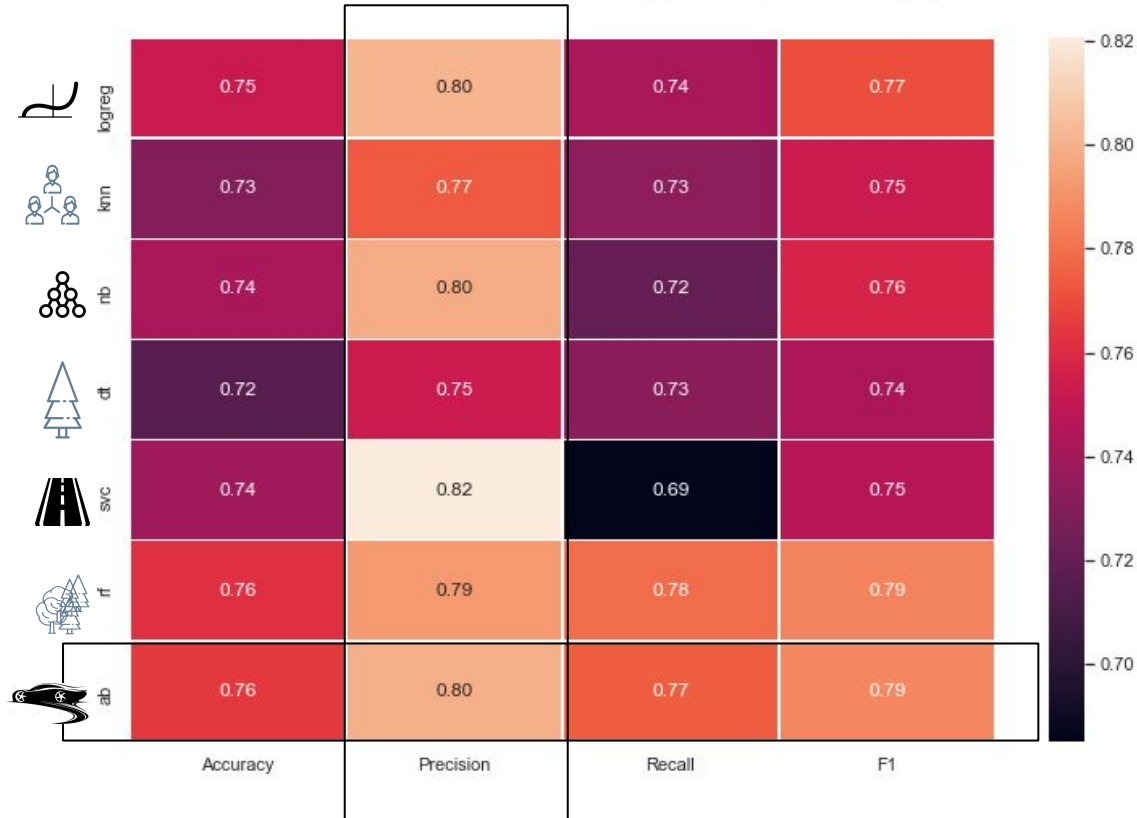
Model Evaluation - no backers_count, no staff_pick



Model Evaluation - no backers_count, no staff_pick



Model Evaluation - no backers_count, no staff_pick



Calculated with 90% of data:
 Precision: 81%
 Recall: 75%
 F1: 0.78
 Accuracy: 0.76

BEST PARAMETERS, FEATURES

- Goal,
- Category,
- Region(cgrouped),
- Campaign duration,
- Time to launch

FURTHER INTERESTS

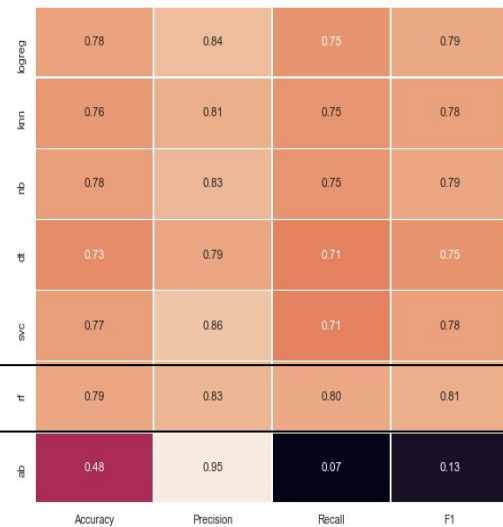
- Idea:
 - Campaign planning (Marketing)
 - Kickstarter page design (Visualisation)

Results with 10% data:

Model Evaluation - with backers_count, no staff_pick



Model Evaluation - no backers_count, with staff_pick



Model Evaluation - with backers_count, with staff_pick



Calculation with 90% of data

Precision 95%, Recall 96%, Accuracy 95% (B, BS)



03

Recommendation

RECOMMENDATION & CONCLUSIONS

- Goal amount: Lower goals are more successful (< 2 Mio USD)
- Project region success: USA > GB > CA ... > Europe
- Category is important:
 - Success ratio very different
 - Amounts pledged per backer differ strongly
- Timing: Time2launch between 2 and 5 weeks

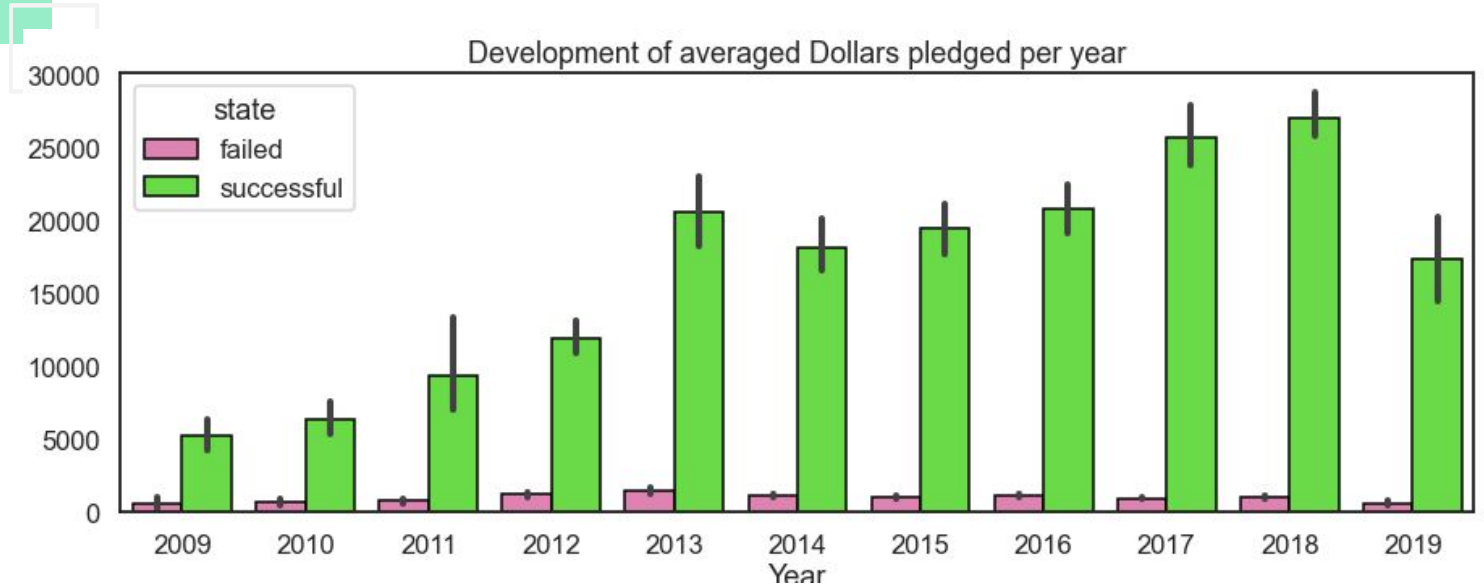


THANK YOU FOR YOUR ATTENTION

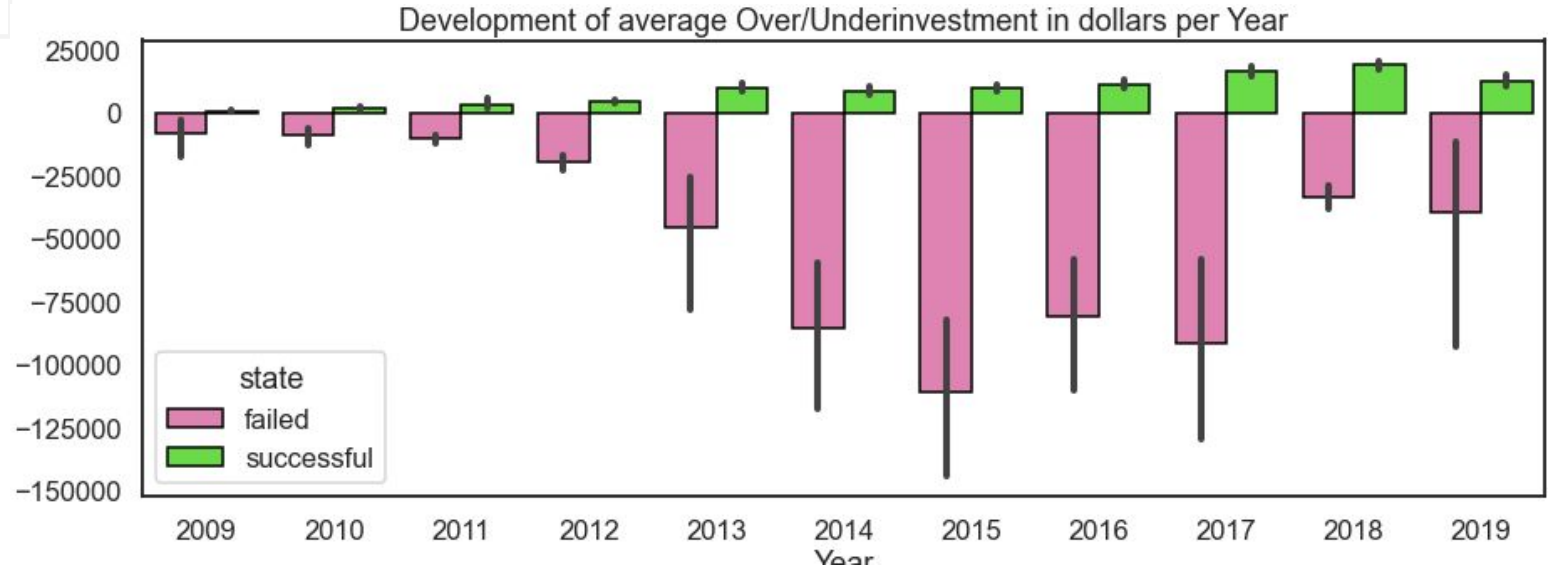


BACK UP SLIDES

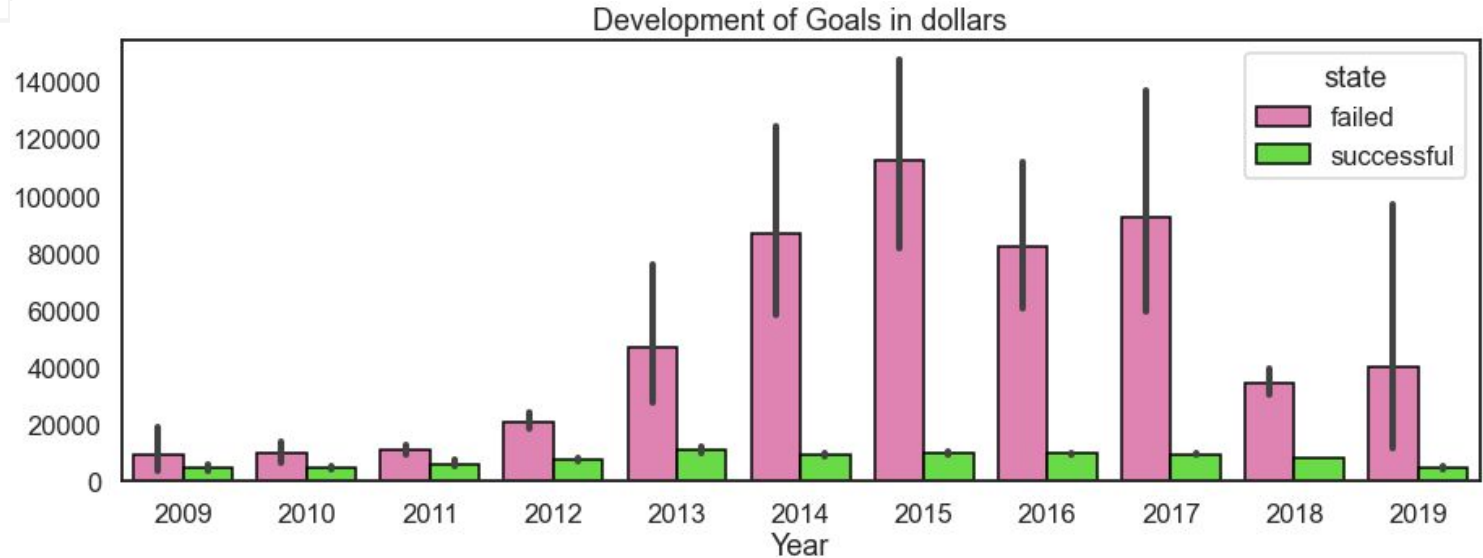
DEVELOPMENT OF AVERAGED DOLLARS PLEDGED



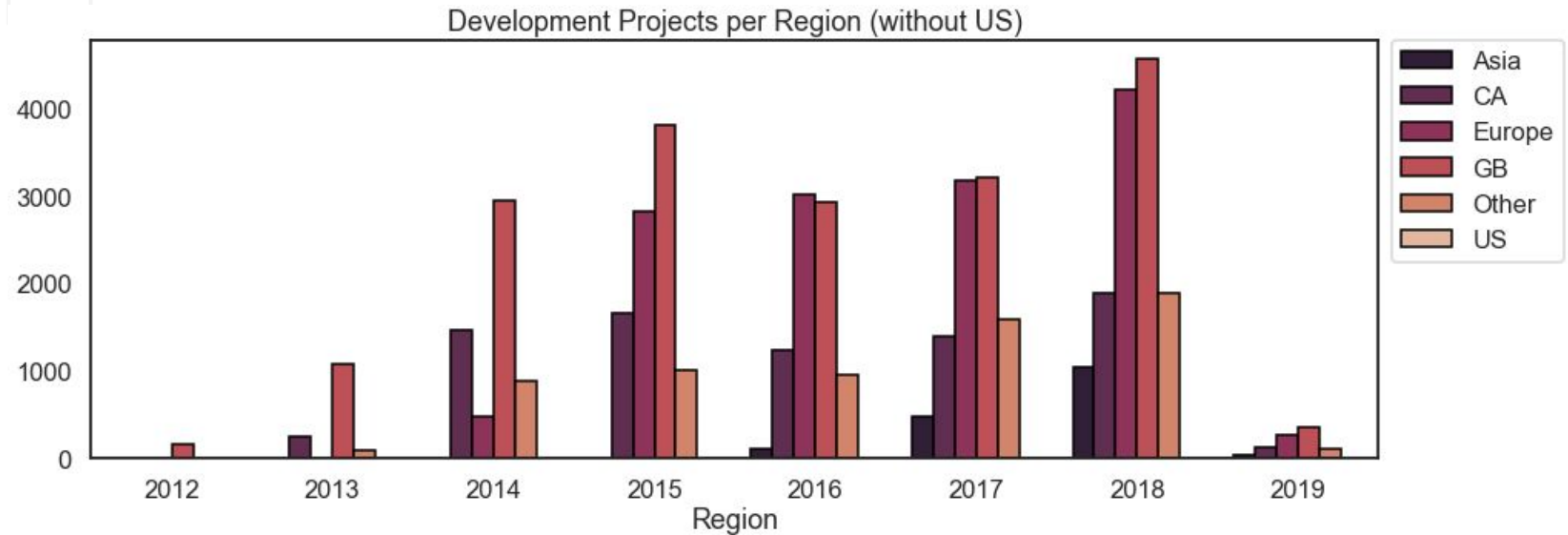
OVER/UNDERINVESTMENT



DEVELOPMENT OF GOALS



DEVELOPMENT PROJECTS PER REGION



Instructions for use

In order to use this template, you must credit [Slidesgo](#) by keeping the **Thanks** slide.

You are allowed to:

- Modify this template.
- Use it for both personal and commercial projects.

You are not allowed to:

- Sublicense, sell or rent any of Slidesgo Content (or a modified version of Slidesgo Content).
- Distribute Slidesgo Content unless it has been expressly authorized by Slidesgo.
- Include Slidesgo Content in an online or offline database or file.
- Offer Slidesgo templates (or modified versions of Slidesgo templates) for download.
- Acquire the copyright of Slidesgo Content.

For more information about editing slides, please read our FAQs or visit Slidesgo School:

<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

Fonts & colors used


This presentation has been made using the following fonts:

Bebas Neue

(<https://fonts.google.com/specimen/Bebas+Neue>)

Montserrat

(<https://fonts.google.com/specimen/Montserrat>)

A dark brown color swatch with a thin white border and rounded corners.

#434343

A light gray color swatch with a thin white border and rounded corners.

#f3f3f3

A light green color swatch with a thin white border and rounded corners.

#96edc7

Stories by Freepik

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [How it Works](#).



Pana



Amico



Bro



Rafiki



Cuate

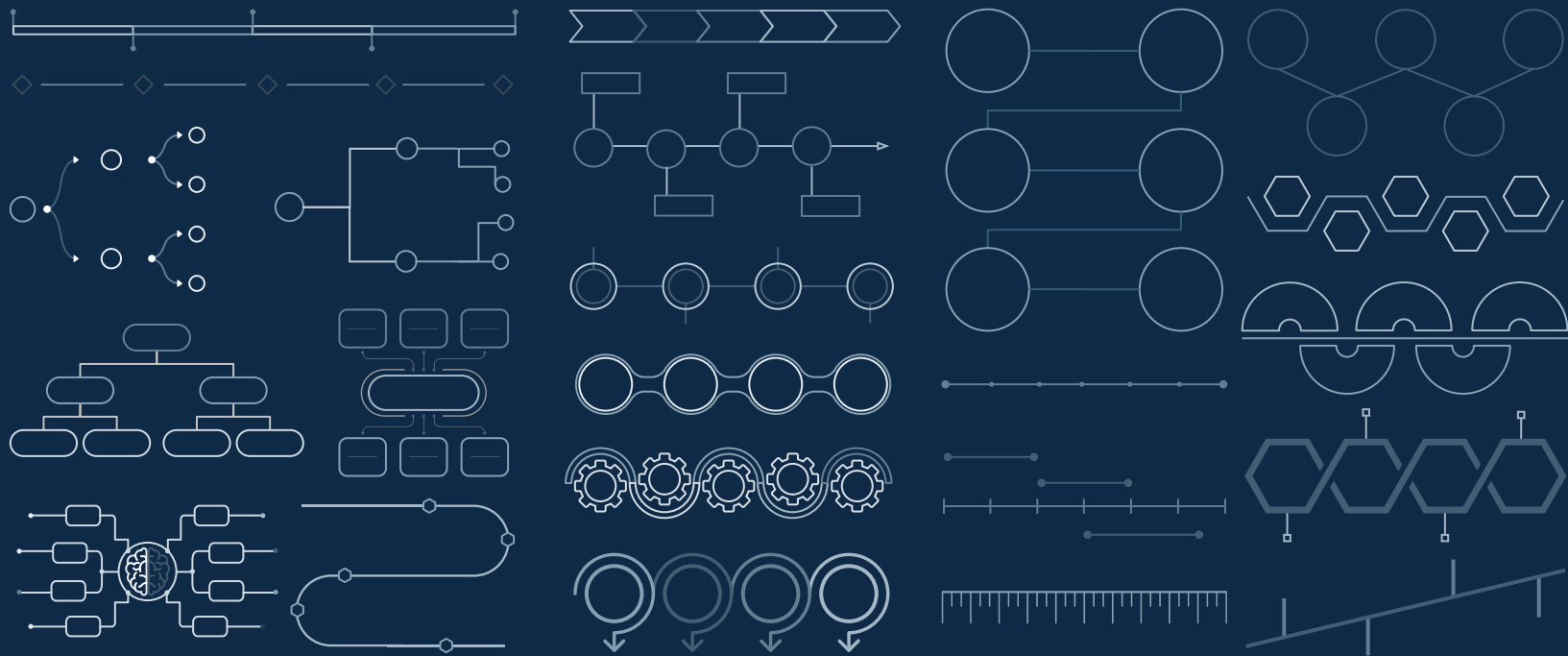
Use our editable graphic resources...

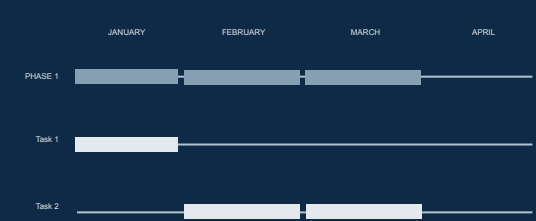
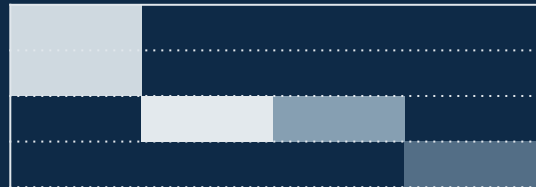
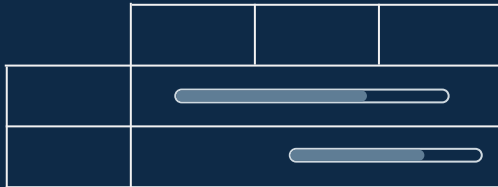
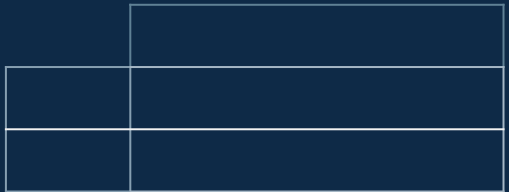
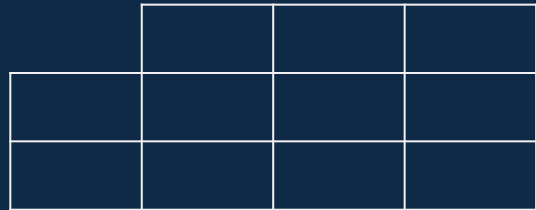
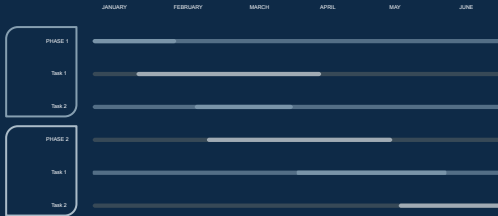
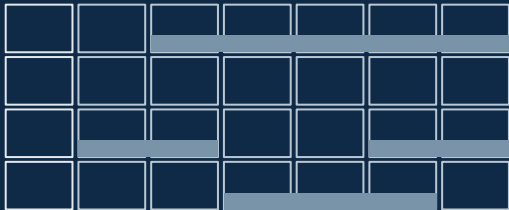
You can easily **resize** these resources without losing quality. To **change the color**, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want.

Group the resource again when you're done. You can also look for more [infographics](#) on Slidesgo.

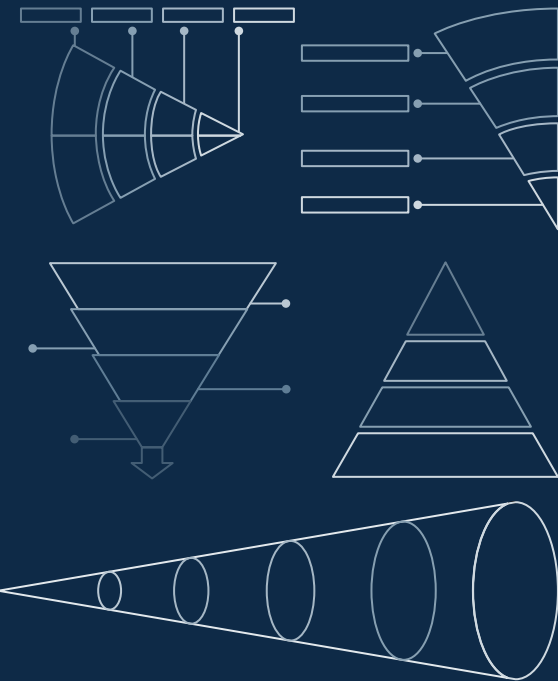
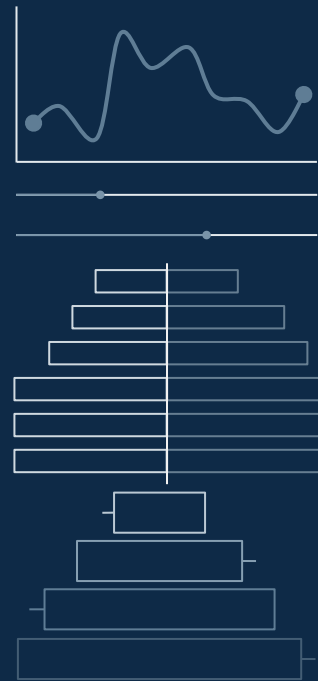
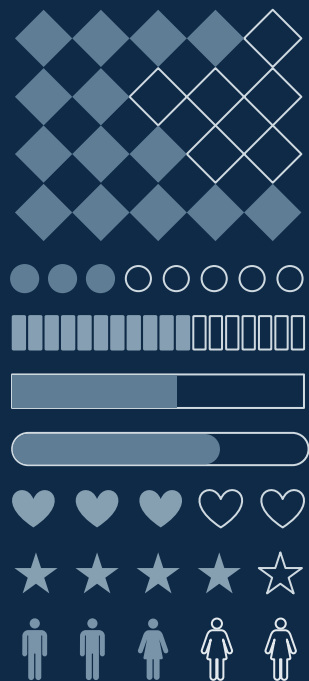
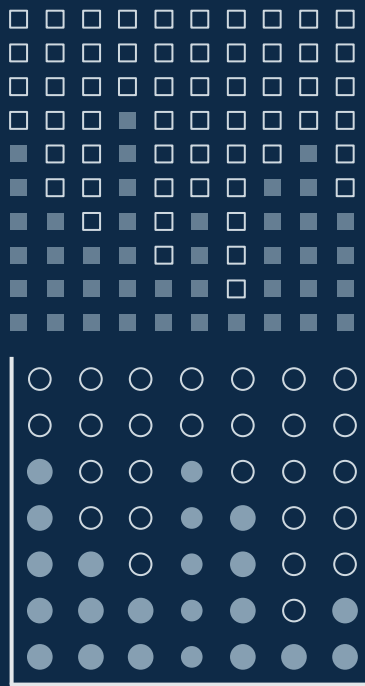












...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



