

KICKSTARTER

EDA & Modeling
By Julius, Phillip and Birte



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and Model**

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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

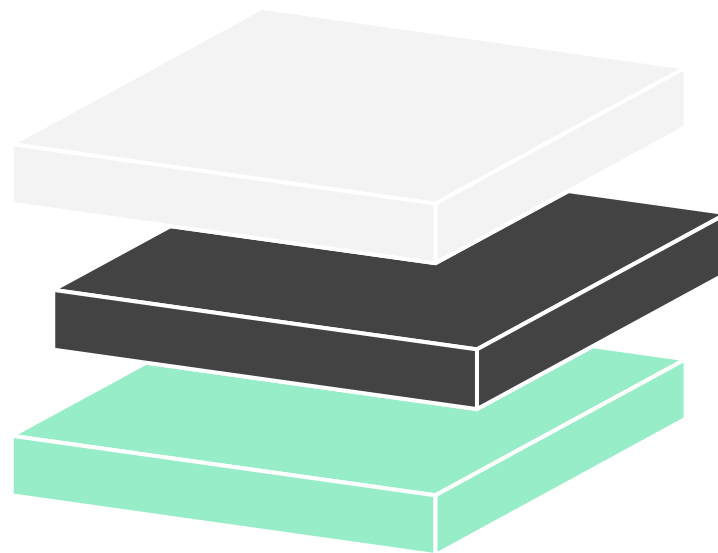
Projects

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

Attributes

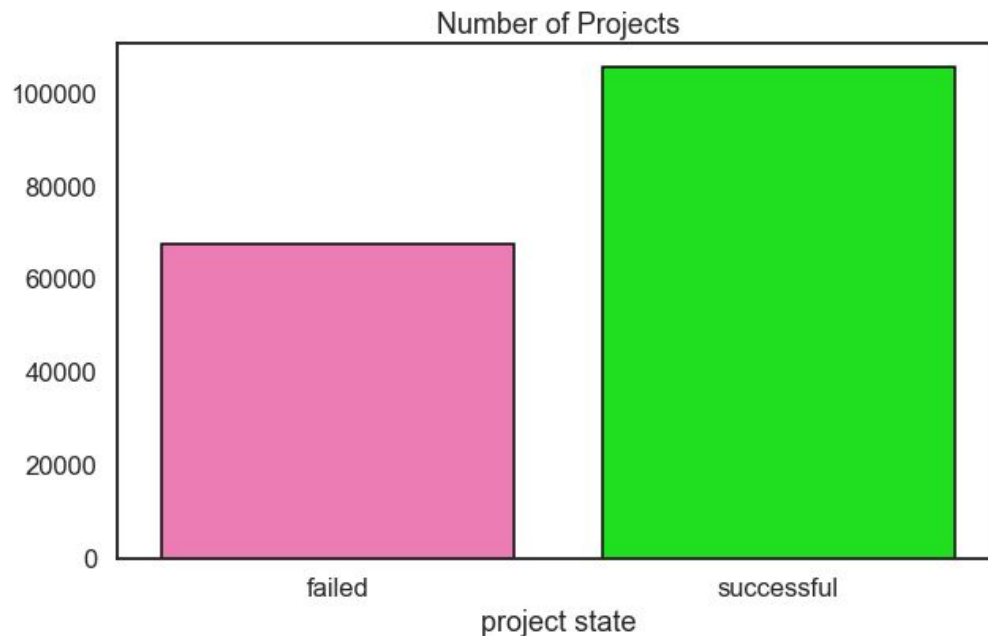
2009 to 2019

Timeline



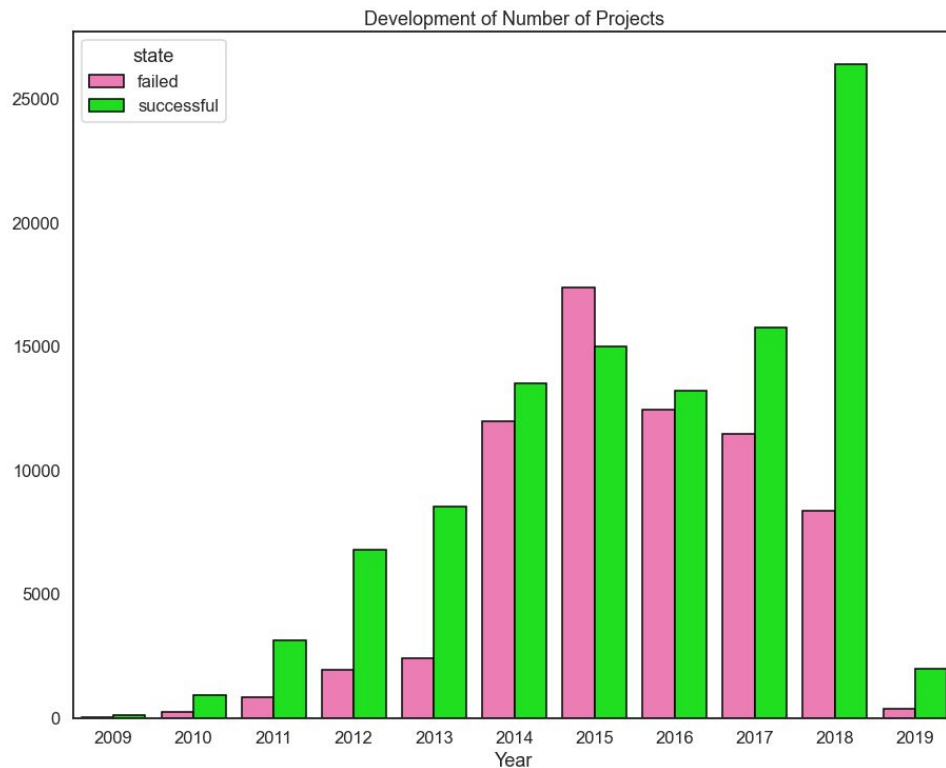
NUMBER OF PROJECTS

Number of successful and failed projects up to 2019



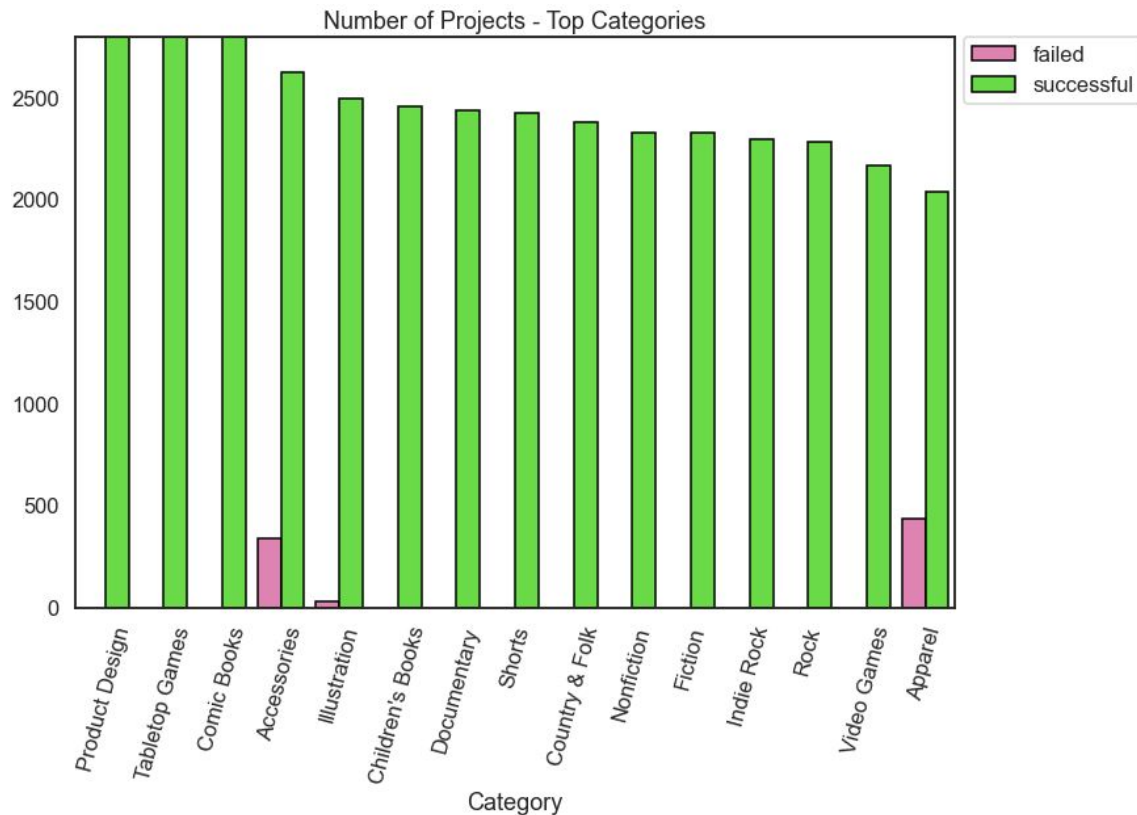
DEVELOPMENT

Development of
number of projects
over years



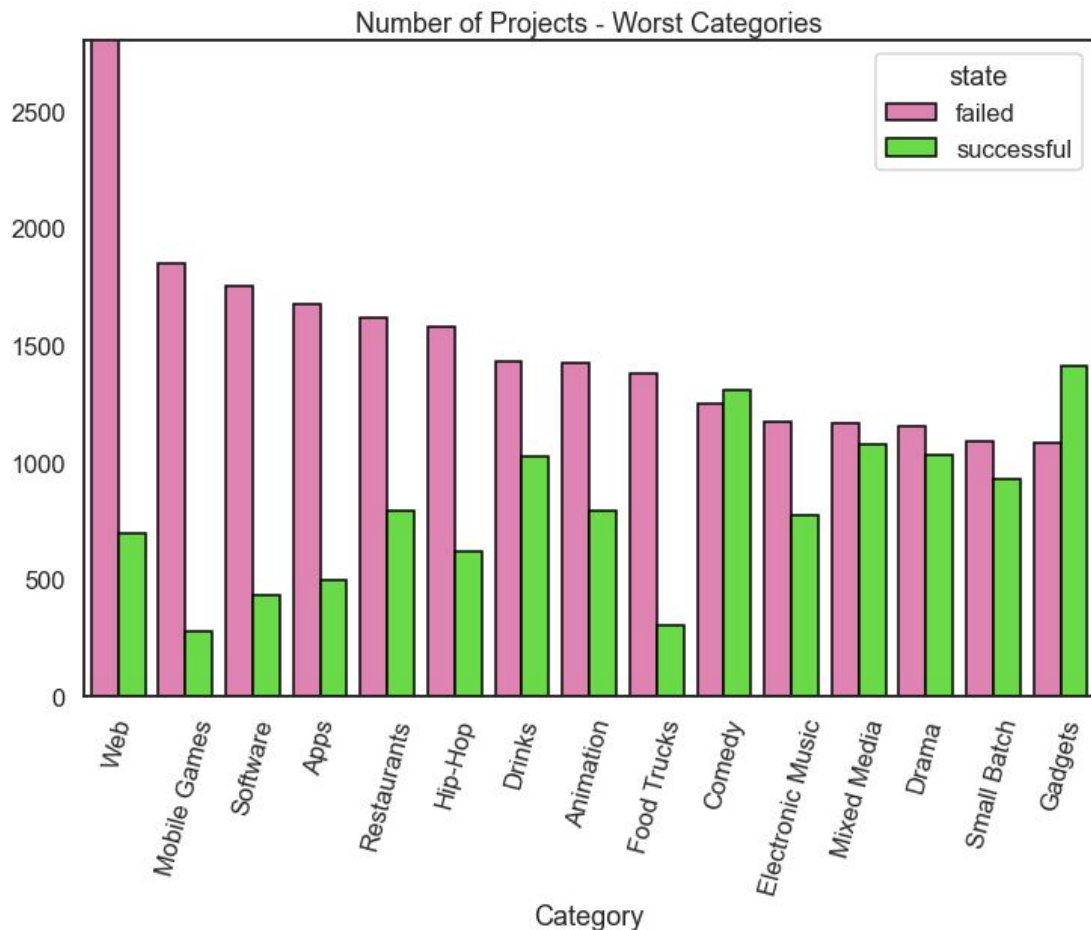
CATEGORY INSIGHTS

Categories with the
most successful
projects

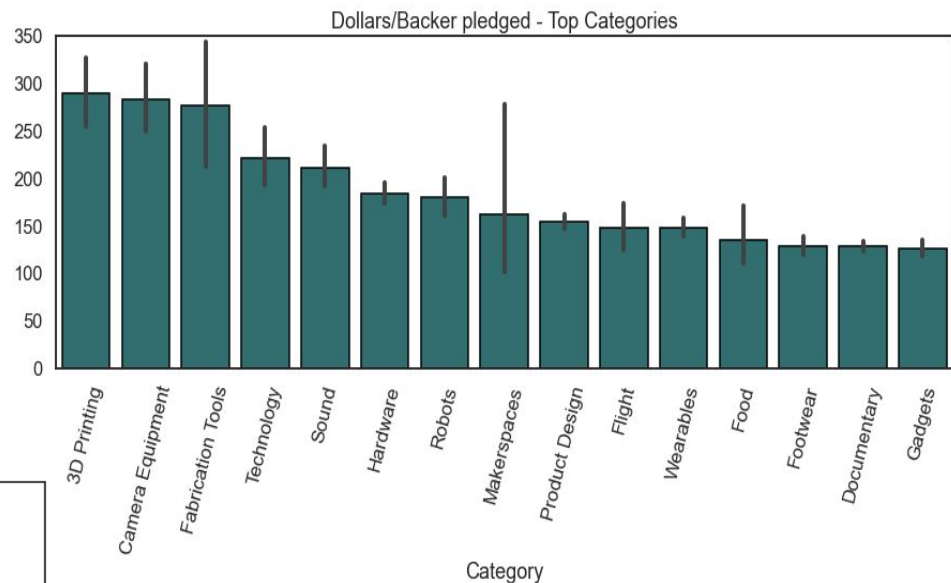
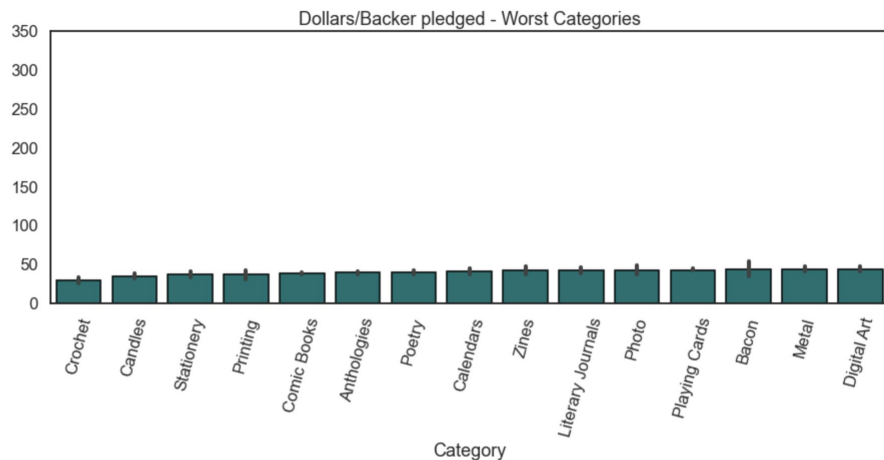


CATEGORY INSIGHTS

Categories with the
highest number of
worst projects



PLEGGED PER BACKER

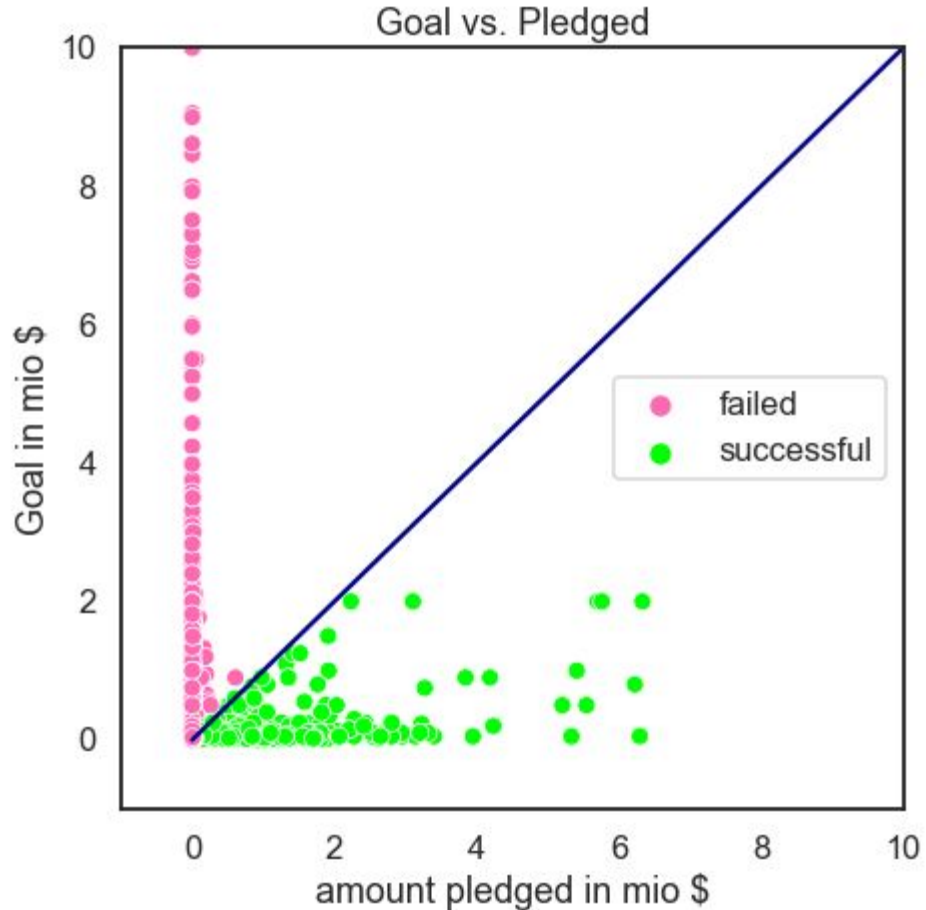


**Average amount
funded per Backer**

GOAL VS PLEDGED

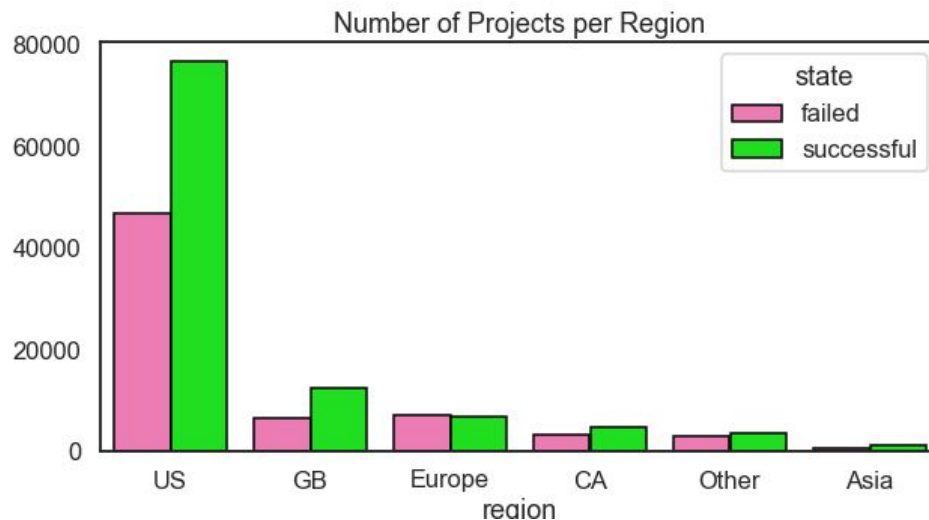


**Successful projects
have in general a goal
amount less than 2 Mio
USD**



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

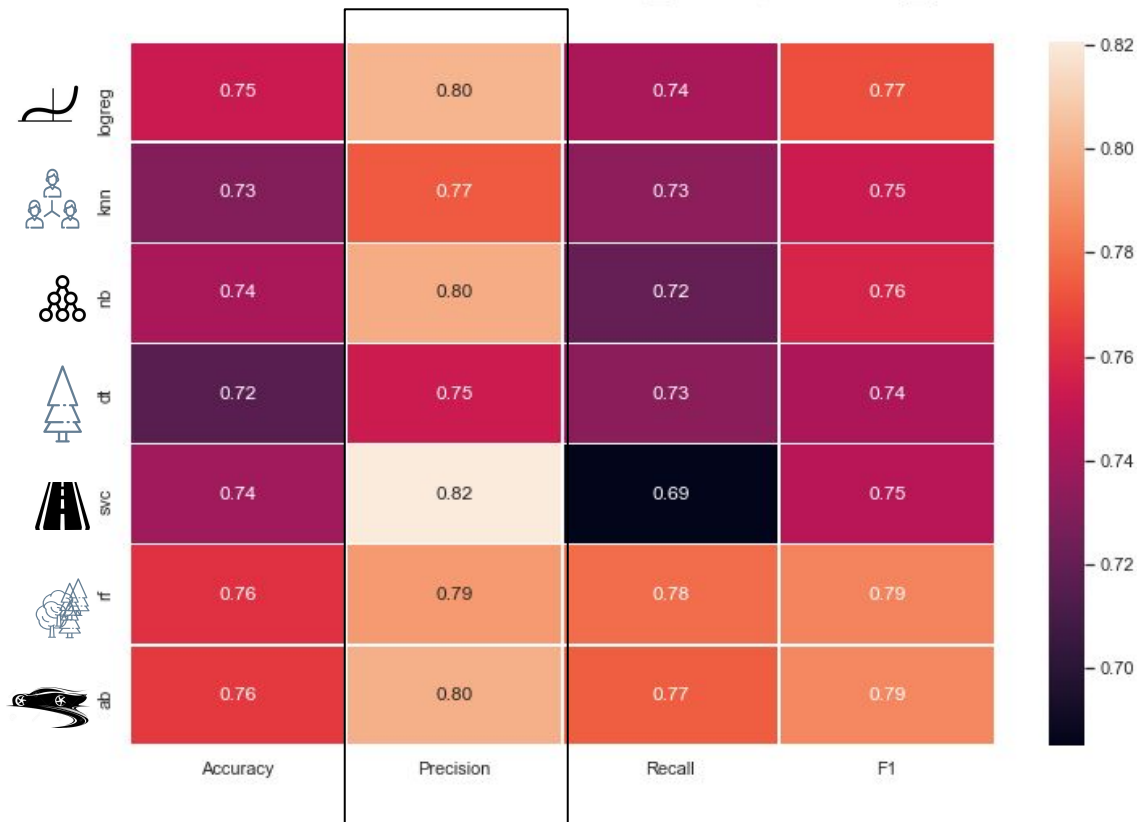


AdaBoost

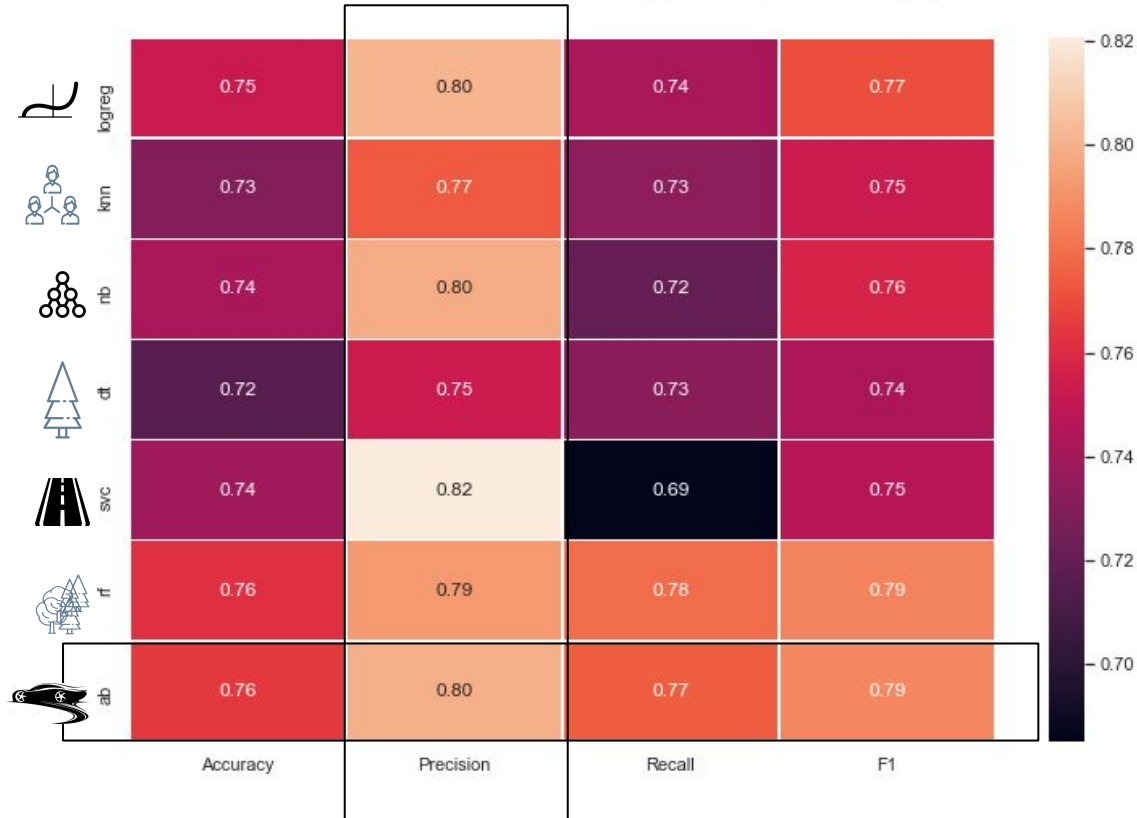
Model Evaluation - no backers_count, no staff_pick



Model Evaluation - no backers_count, no staff_pick



Model Evaluation - no backers_count, no staff_pick



BEST PARAMETERS, FEATURES

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

FURTHER INTERESTS

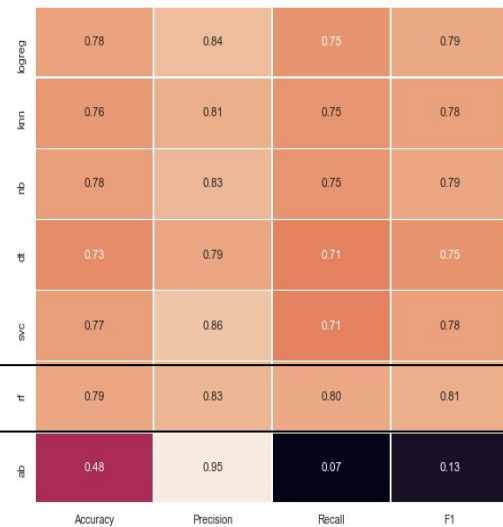
- Idea:
 - Campaign planning (Marketing)
 - Kickstarter page design (Visualisation)

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

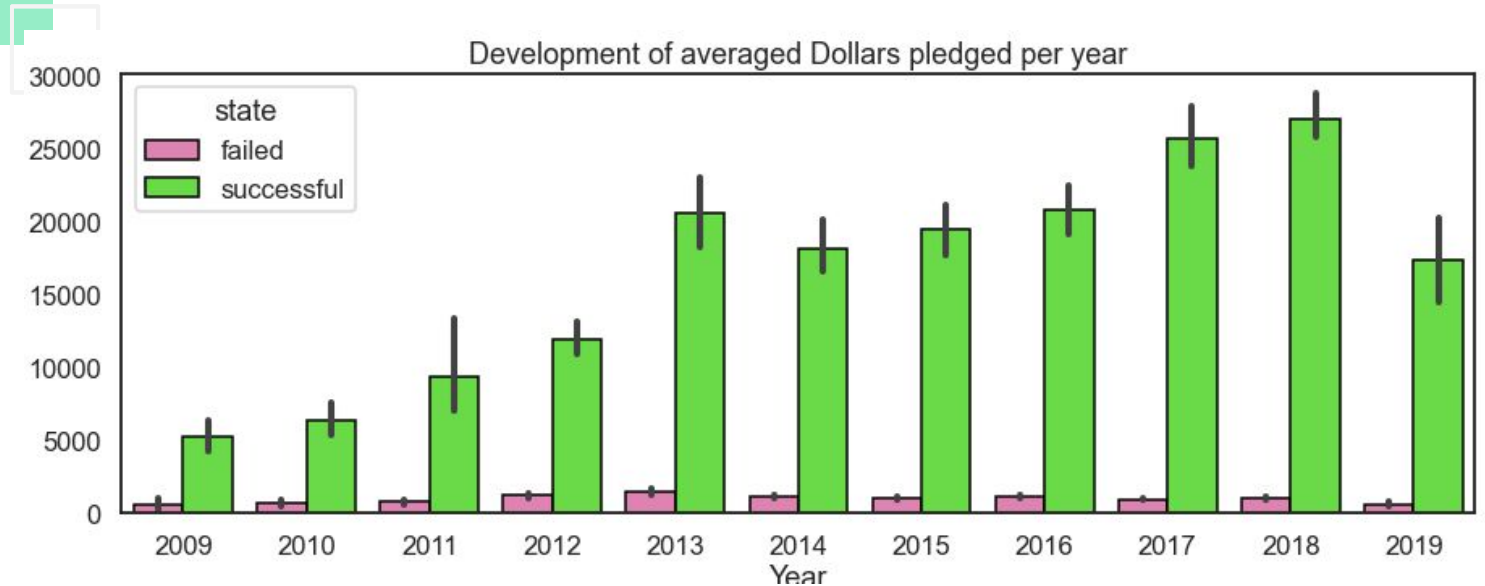


THANK YOU FOR YOUR ATTENTION

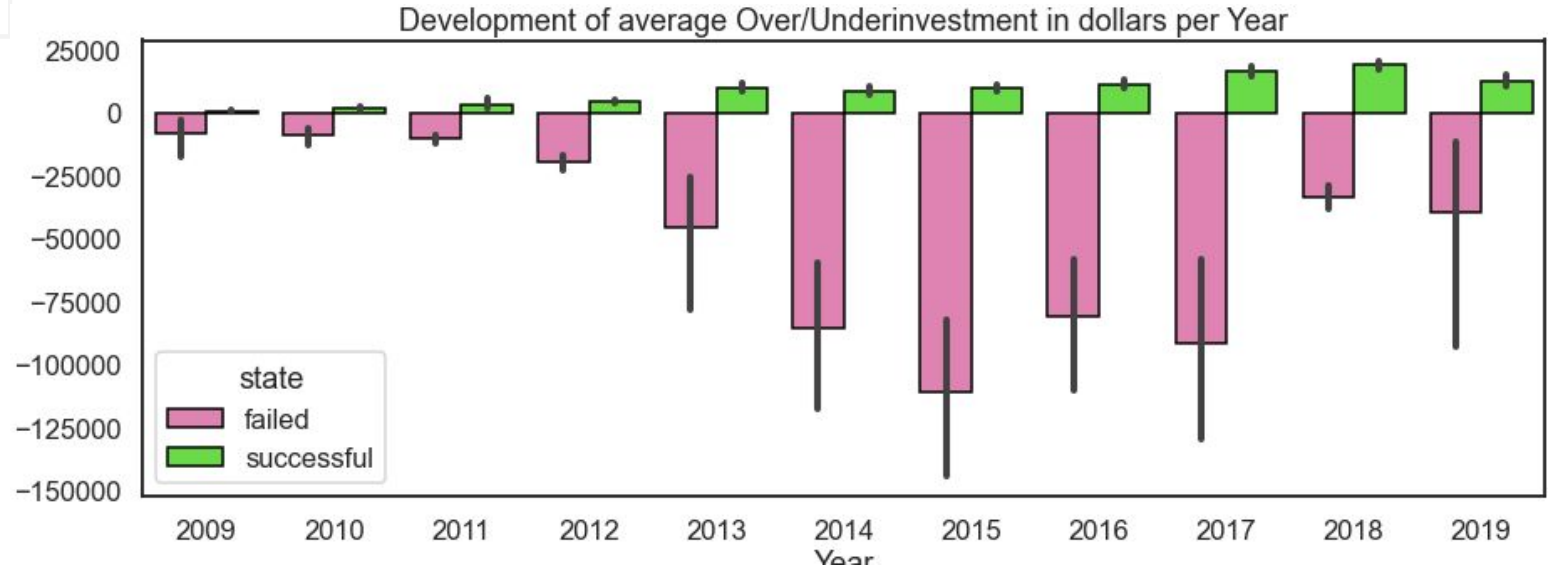


BACK UP SLIDES

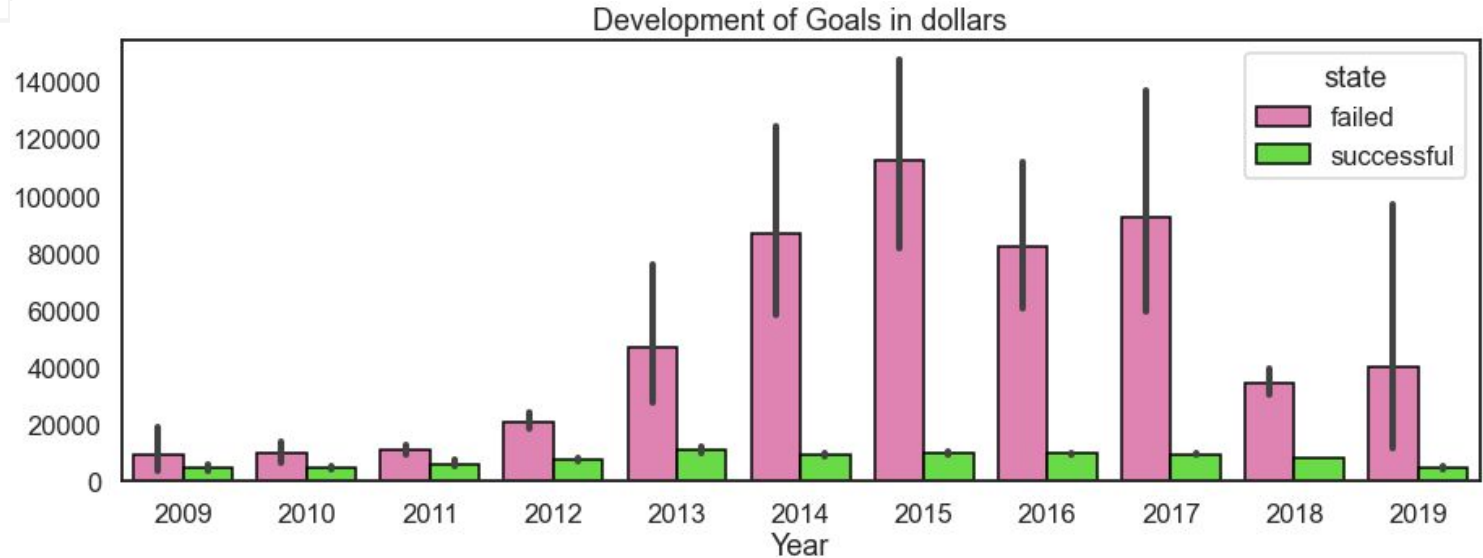
DEVELOPMENT OF AVERAGED DOLLARS PLEGGED



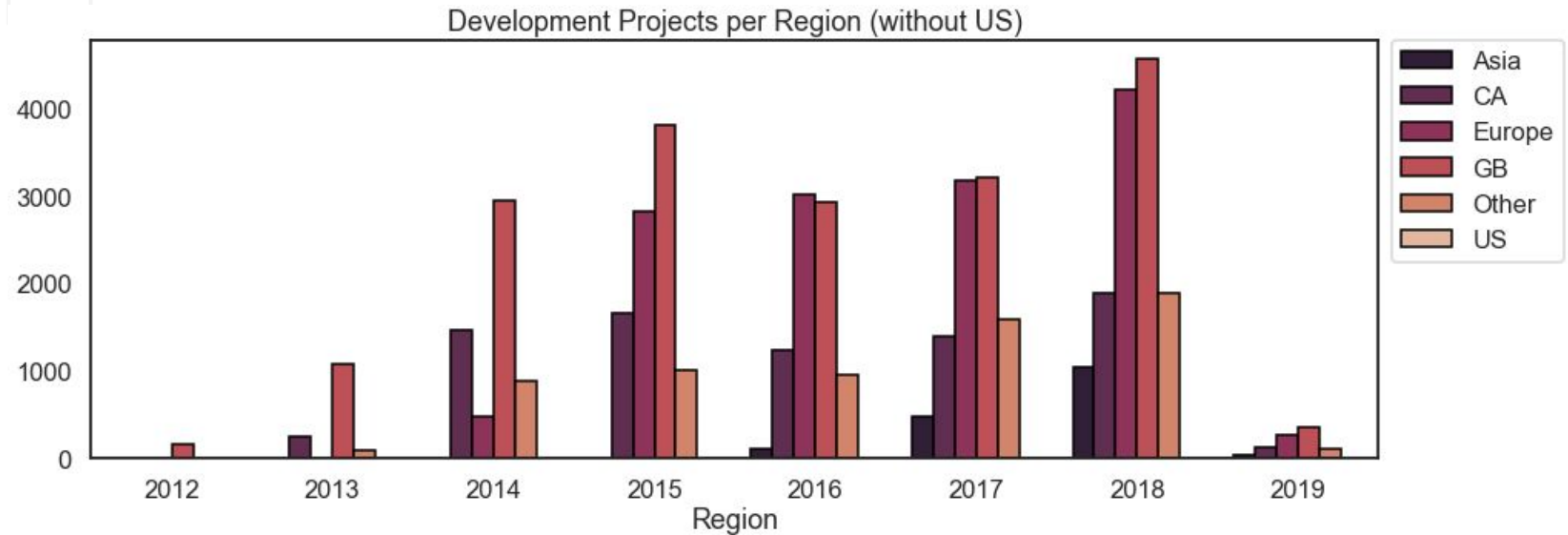
OVER/UNDERINVESTMENT



DEVELOPMENT OF GOALS



DEVELOPMENT PROJECTS PER REGION



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Pana



Amico



Bro



Rafiki



Cuate

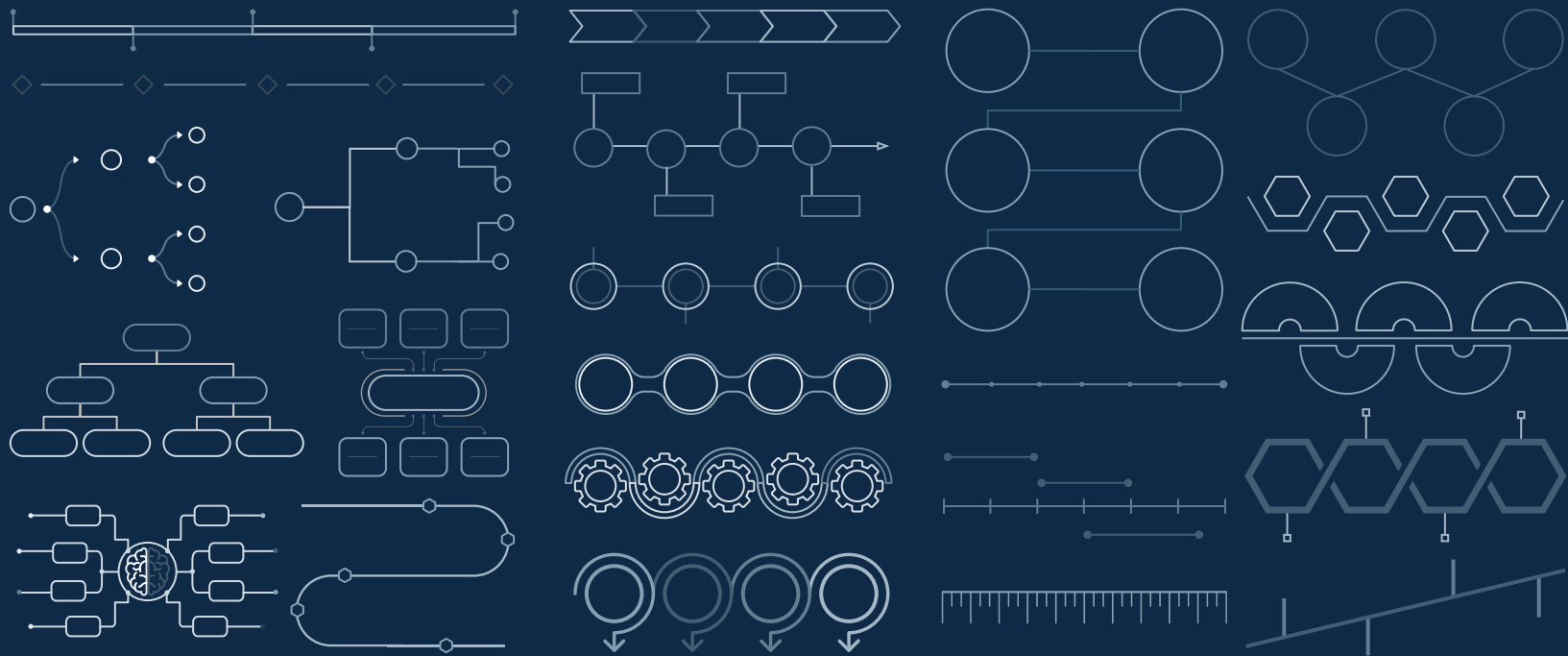
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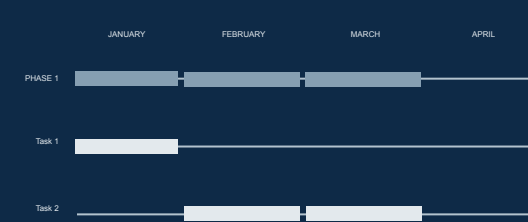
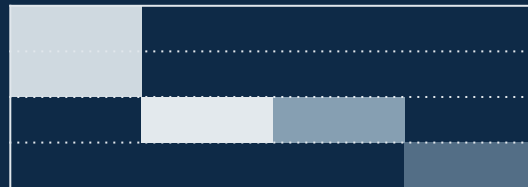
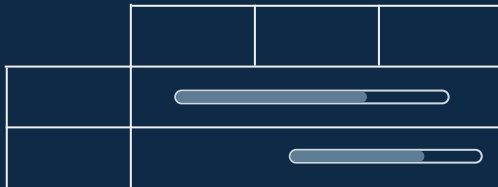
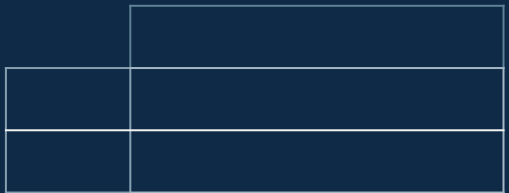
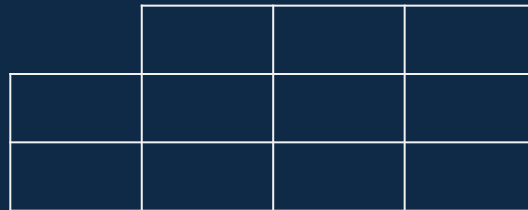
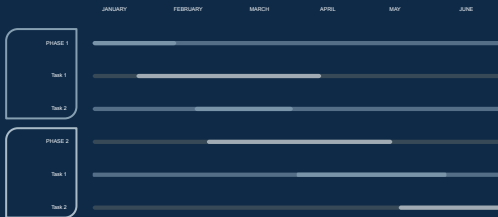
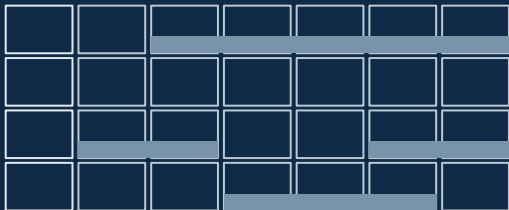
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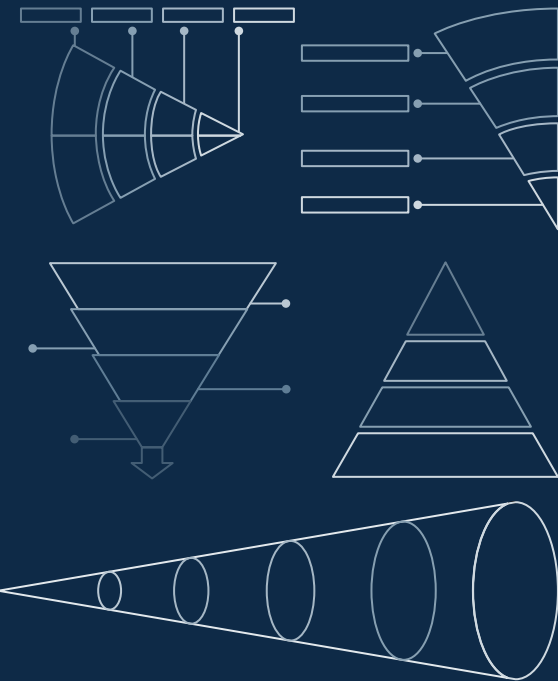
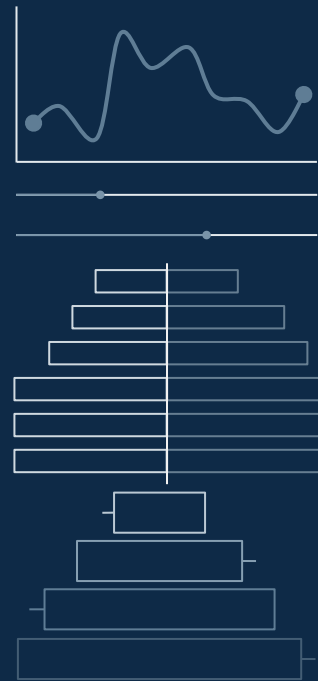
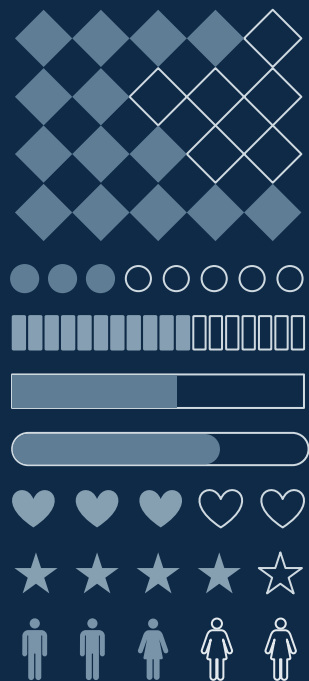
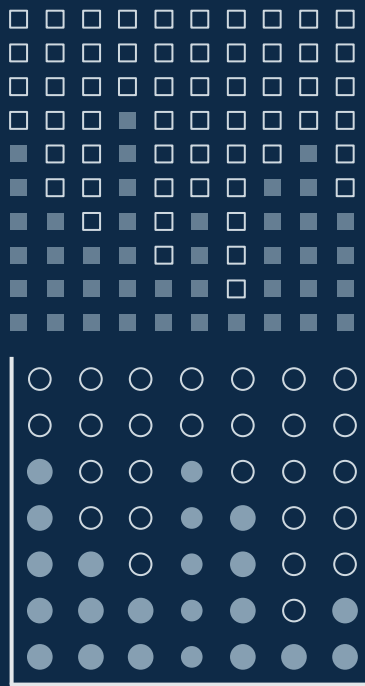












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