

User Guide

Data Analytics

KickStarter Project

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Introduction

Kickstarter is an American public-benefit corporation based in Brooklyn, New York, that maintains a global crowdfunding platform focused on creativity. The company's stated mission is to "help bring creative projects to life". Kickstarter has reportedly received more than \$1.9 billion in pledges from 9.4 million backers to fund 257,000 creative projects, such as films, music, stage shows, comics, journalism, video games, technology and food-related projects.

People who back Kickstarter projects are offered tangible rewards and/or experiences in exchange for their pledges. This model traces its roots to subscription model of arts patronage, where artists would go directly to their audiences to fund their work.

Project

The Kickstarter project deals with users to help and guide them about the responses and outcomes of their project before they can post on the website. The project UI will ask few input parameters,

- Blurb
- Name of the project
- Genre
- Goal Amount
- Duration
- Amount Pledge
- Number of backers
- Days passed

Depending on these parameters different graphs will be plotted to help the user to make a decision whether his project will succeed or not. If it didn't succeed then we are also recommending the few parameters which the user can change to make the project successful. So the proposed solution is,

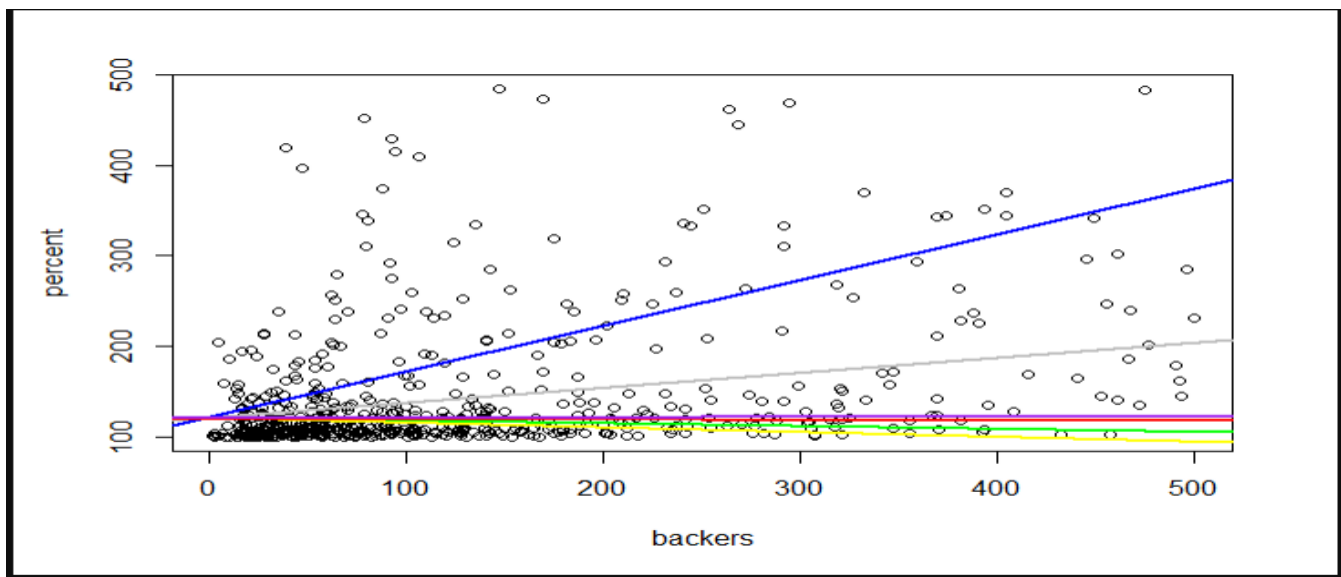
- Graphs to show whether the project is successful or unsuccessful
- If it's unsuccessful then giving recommendations for making the project successful

Graphs

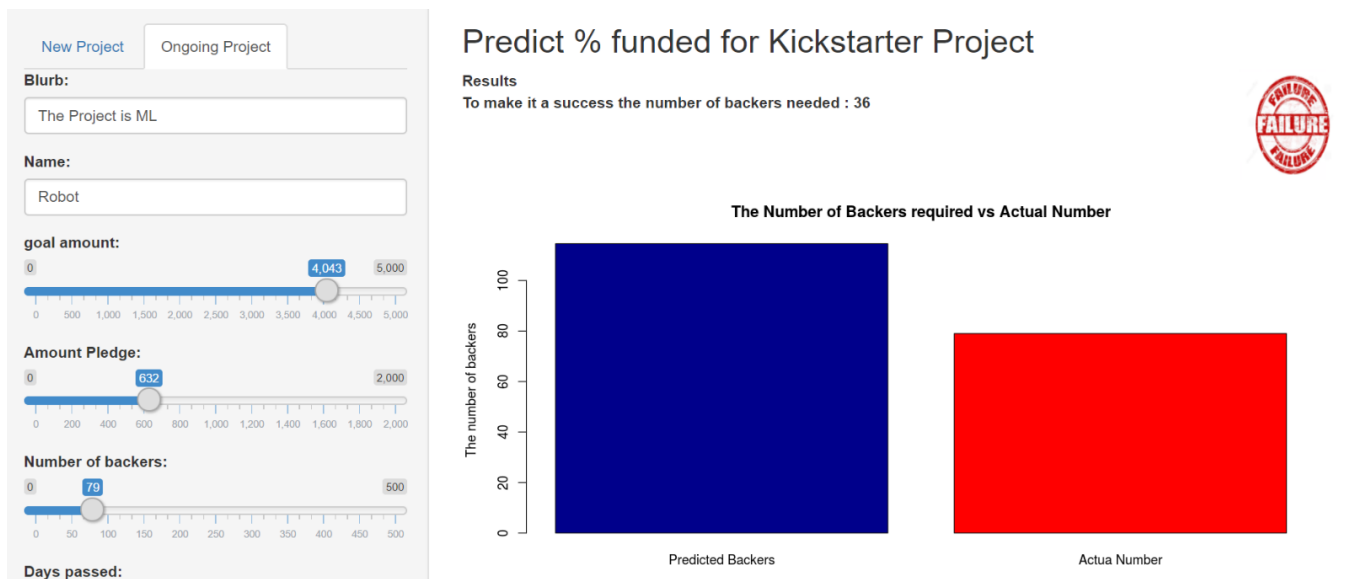
The following graphs are used to predict 'percent pledge',

- % pledge vs duration, name count, blurb and goal
- % funded vs blurb count, name, goal, amount pledge, number of backers, number of days passed from the start of the project, duration of the project

A threshold of 100 is given for % pledge. If the % pledge is more than 100 then the project is successful, else unsuccessful.



Returning users (Failed case)



Result: The project is failed.

Returning users (Success case)

[New Project](#) [Ongoing Project](#)

Blurb:

The Project is about Machine Learning

Name:

Nvidia ML

goal amount:

0 3,982 5,000

0 500 1,000 1,500 2,000 2,500 3,000 3,500 4,000 4,500 5,000

Predict % funded for Kickstarter Project

Results

Your KickStarter Project will be Successfull !!!



New user

[New Project](#) [Ongoing Project](#)

Blurb:

about the virtual reality project in the education platform.

Name:

Virtual Reality in Virtual Reality

Choose a Genre:

Flight

goal amount:

1 7,390 50,000

1 5,001 10,001 15,001 20,001 25,001 30,001 35,001 40,001 45,001 50,000

Duration:

1 31 100

1 11 21 31 41 51 61 71 81 91 100

[Plot](#)

Predict % funded for Kickstarter Project

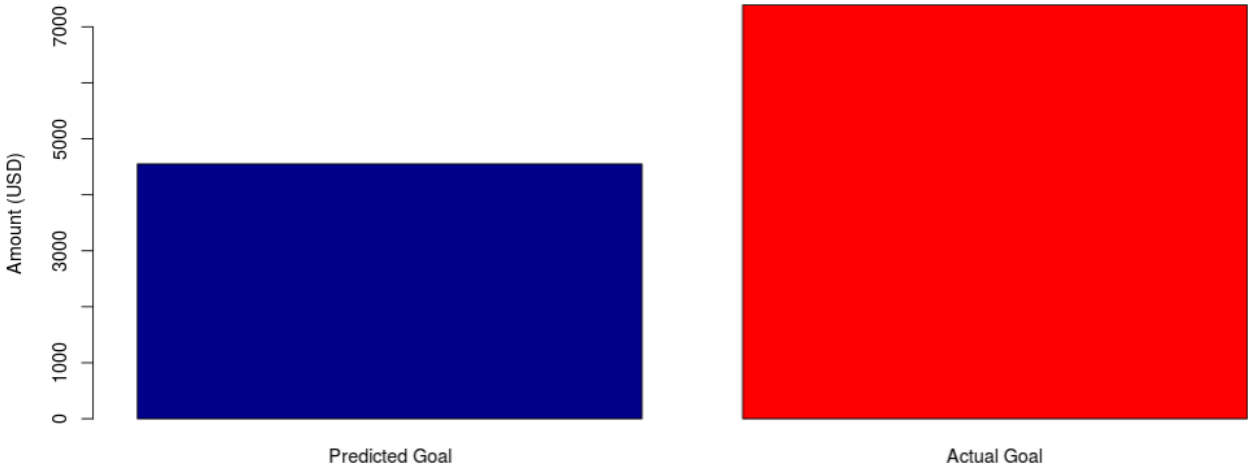
According to comparison with predicted data, your project appears to have insufficient properties to be successful
Please see below for values from predicted data and your project data

Results

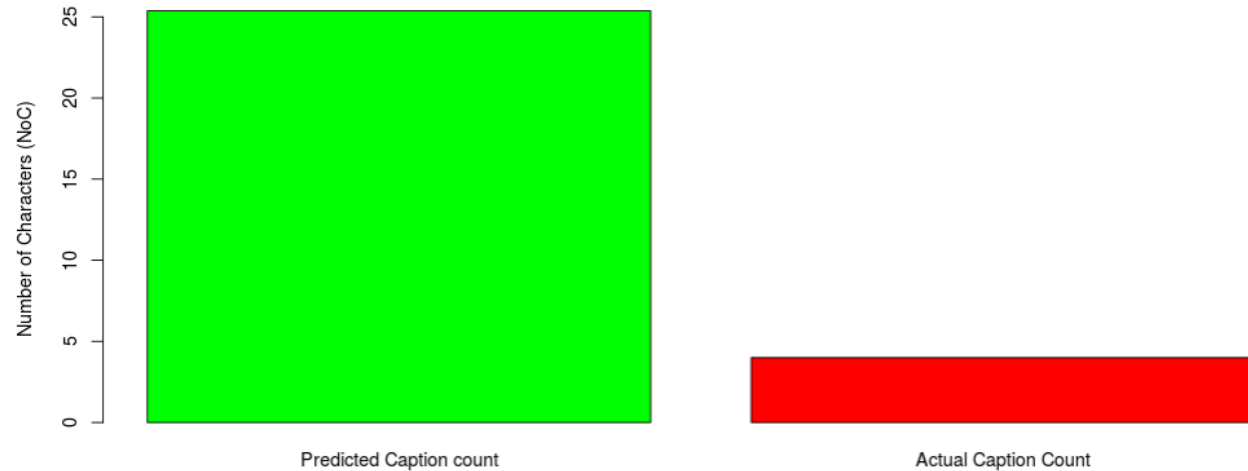
Your KickStarter Project will be Successfull

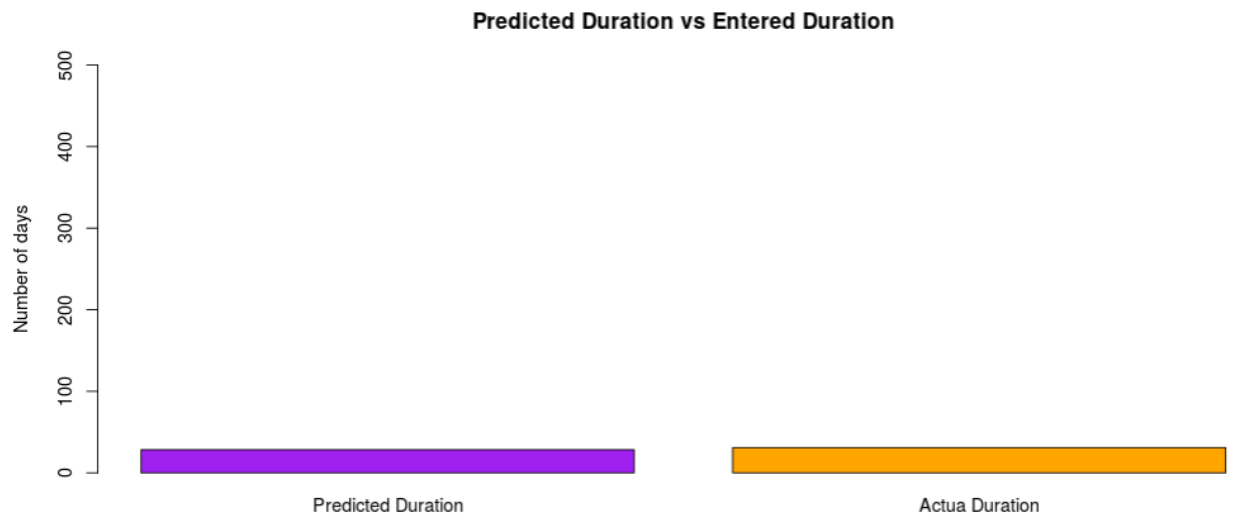
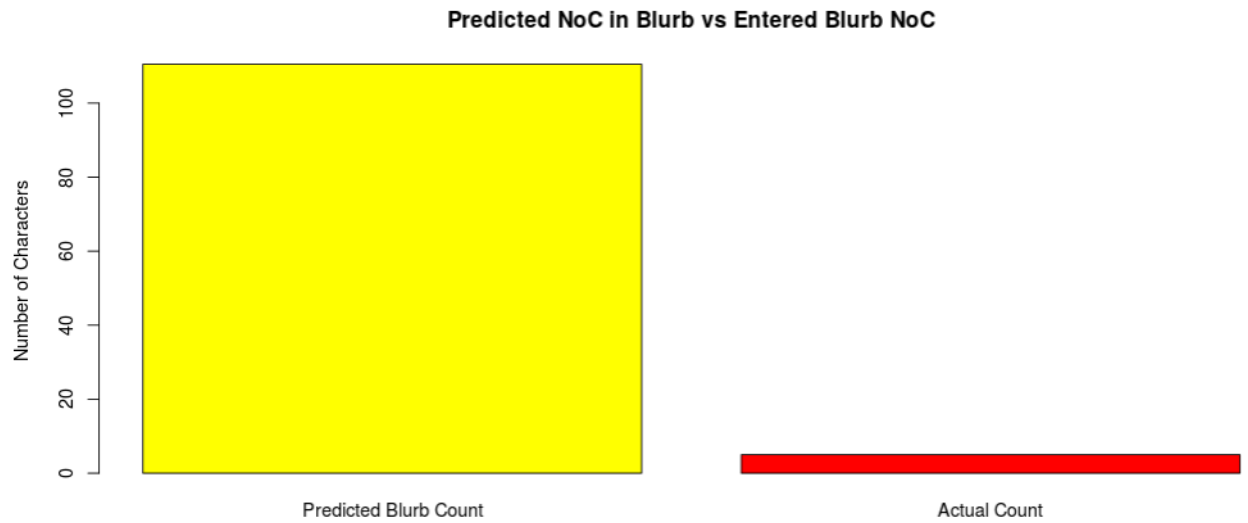
Modify values to view changes

Predicted project goal vs Entered goal



Predicted NoC in Caption vs Entered Caption NoC





Conclusion:

This is a shiny web app that is used to predict the success percentage of a project/idea based on data predicted using Kickstarter projects. User can enter project details such as name, description, duration, goal amount and genre to know the predicted outcome of the project. User can also customize amount pledged and duration to visualize hypothetical outcomes. From these observations we know what the probability of a project to become successful is or not. If the project is successful then nothing needs to be done. When it's unsuccessful then we are recommending the new blurb and names which can make the project successful.