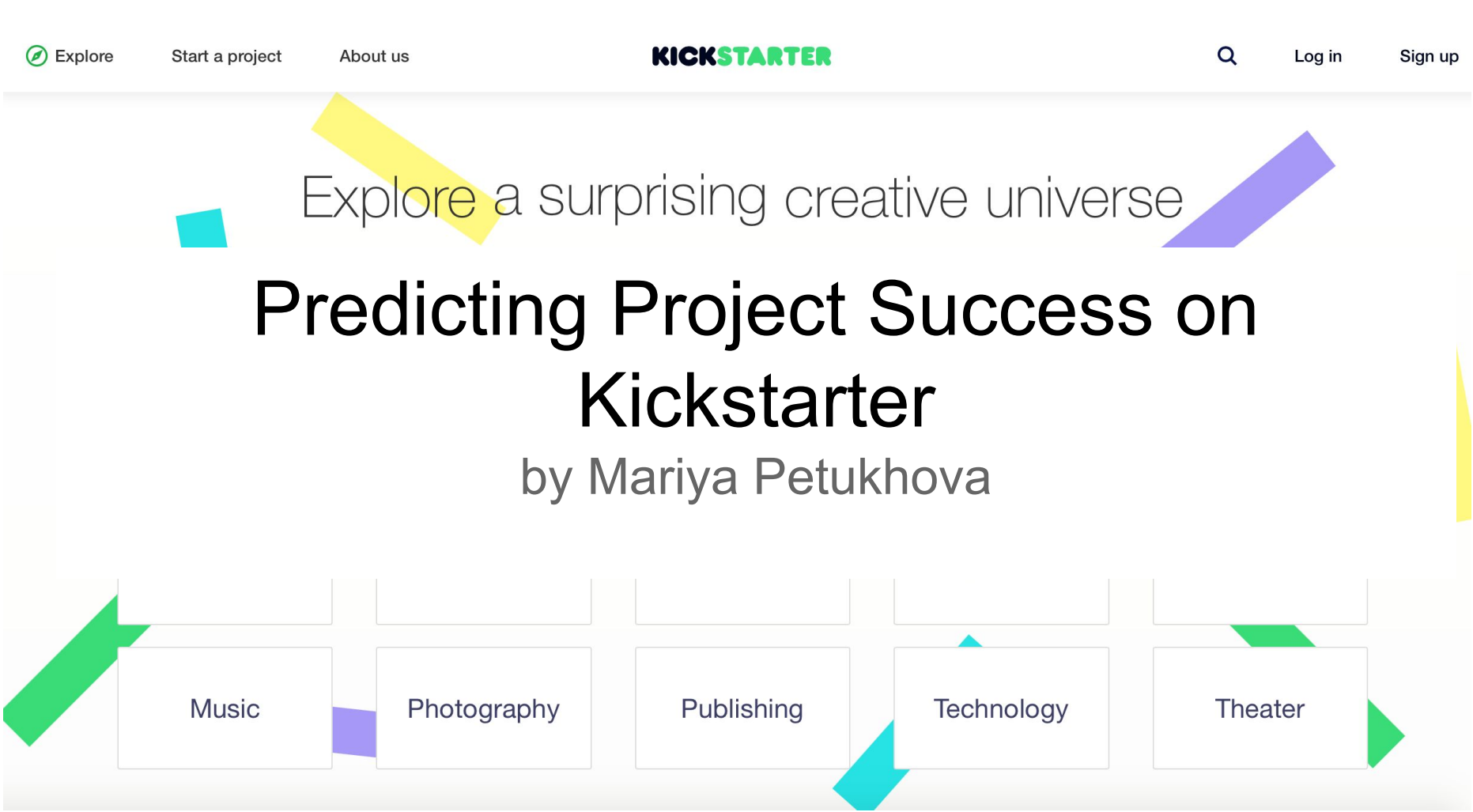
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Predicting Project Success on Kickstarter
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Task

Can project’s pledged amount be predicted using other project features available through scraping of Kickstarter’s website?

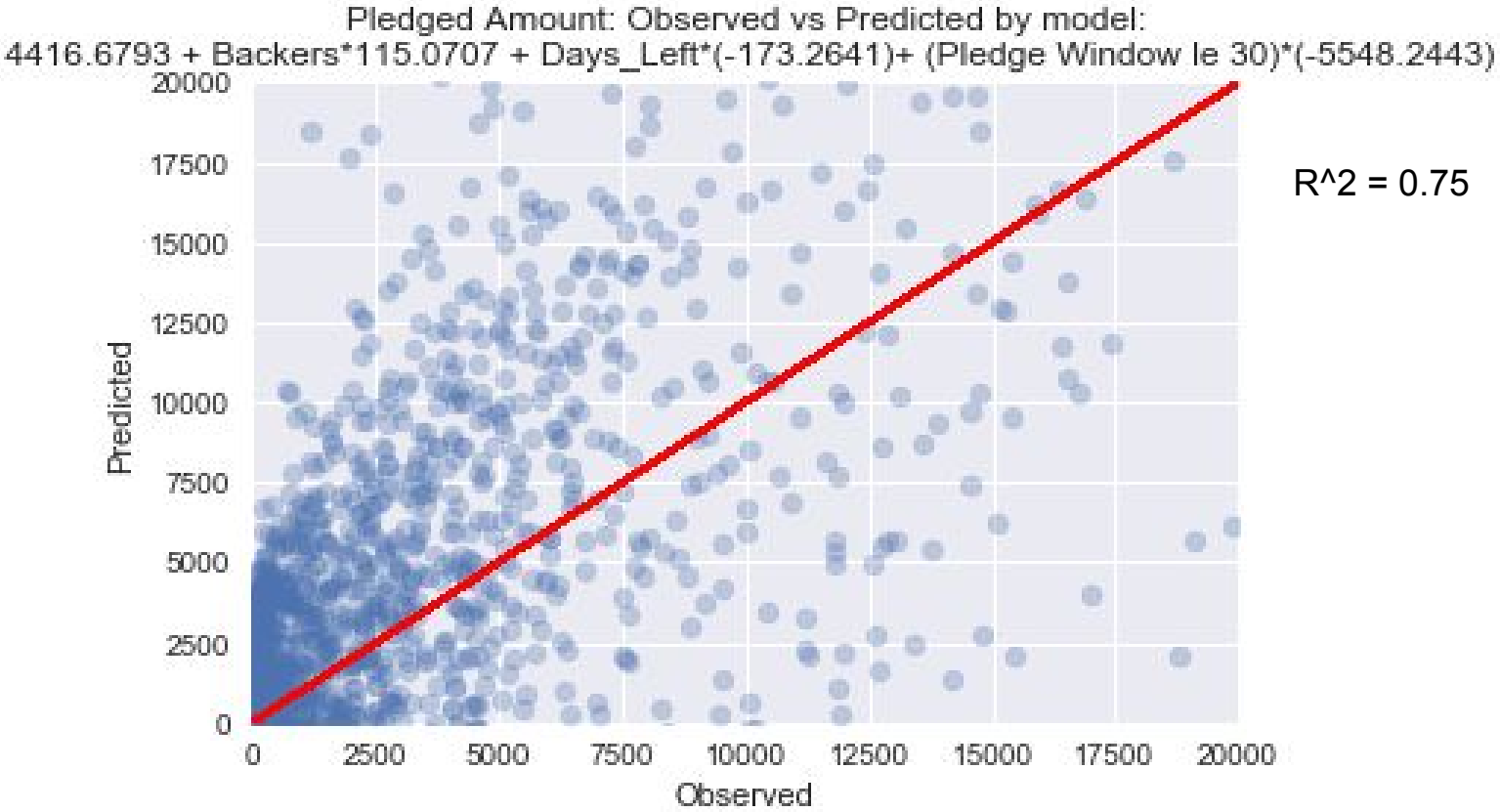
Data (web-scraped from Kickstarter.com on 3,169 projects)

- ❏ Goal Amount
- ❏ Pledged Amount
- ❏ Number of Backers
- ❏ Country/Location
- ❏ “Project We Love” Badge
- ❏ Project’s Launched and End Date

: “XML is a bitch to scrape.”

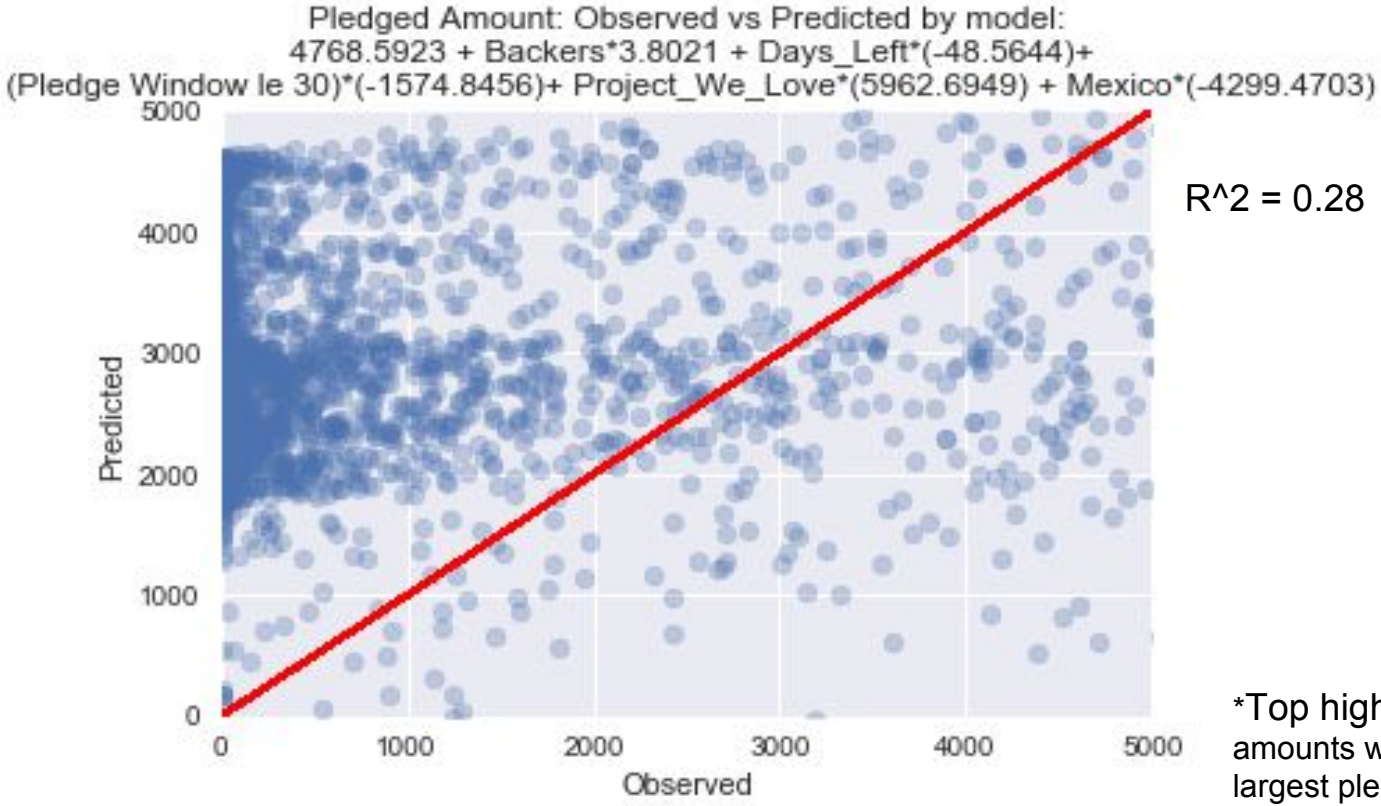
Word.

Model 1.0: Straight Up



R^2 = 0.75

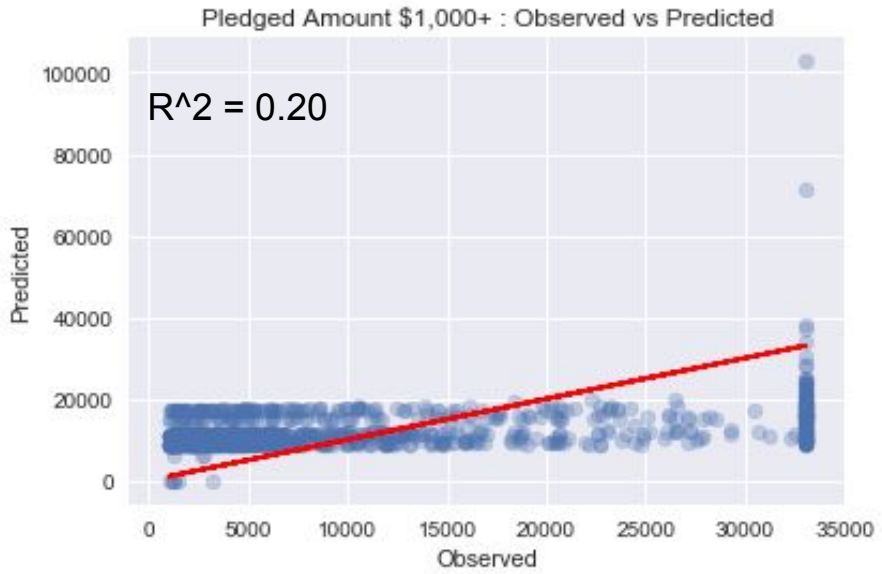
Model 2.0: Windsorized* Target

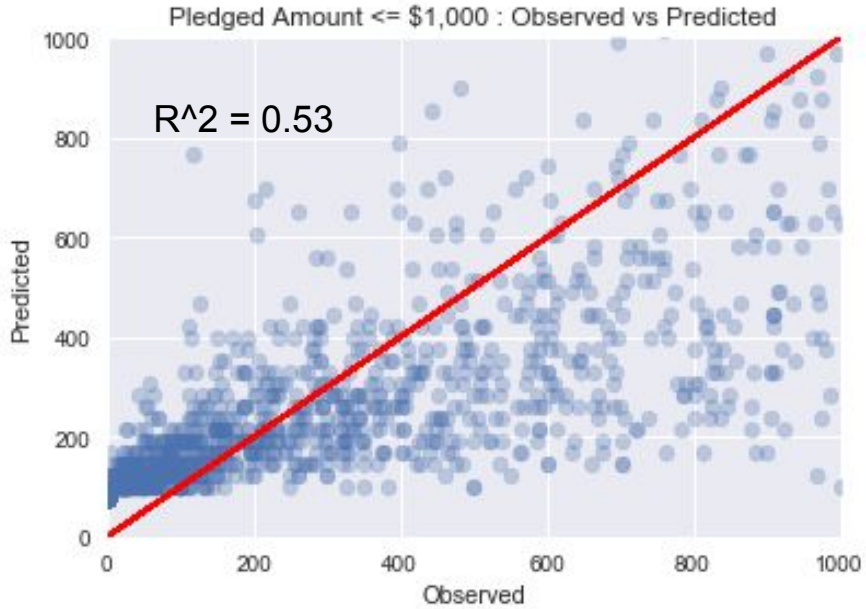


R^2 = 0.28

*Top highest 5% of pledged amounts was replaced with 95th largest pledge amount.

Models 3.0





- Pledged Amounts under $1,000 behave differently than the ones above $1,000 and two models capture it better
- A more complex methodology would suit this data better than Linear Regression

Conclusions

- Smaller Pledged Amounts are affected by number of backers only (from available features)
- Larger Pledged Amounts impacted by location, “Projects we love” badge, and whether the pledge time window was less than a month

Next steps:

- Collect larger sample
- Perform Text Analysis
- Collect data on funded projects performance post-Kickstarter
- Try supervised classification algorithm instead of Linear Regression


You can ask me anything you want,
ask me anything.

Appendix

Model: Pledged Amount Greater Than $1,000

	coef	std err	P>|t|
Intercept	8774.6897	421.183	0.000
Backers	3.1592	0.243	0.000
Project_We_Love	5962.6949	645.272	0.000
Mexico	-8883.2598	2884.732	0.002
Pledge Time Window at most 30 days	-2218.4727	546.601	0.000

Model: Pledged Amount No More Than $1,000

	coef	std err	P>|t|
Intercept	76.4606	5.331	0.000
Backers	22.9505	0.524	0.000