Not So Standard Deviations

Meredel Ababa & Nora Vasquez

“All projects are floating around in the collective unconscious. You just need to reach out and grab one.”

MUSICIAN, PRODUCER, & ARTIST DELIA GONZALEZ IN THE CREATIVE INDEPENDENT.

Cards Against Humanity
A party game for horrible people.
Cards Against Humanity
Cards Against Humanity is a game for horrible people.
Buy Now
Created by
Max Temkin
758 backers pledged $15,570 to help bring this project to life.

Exploding Kittens

This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

Buy it now!

Created by

Elan Lee

219,382 backers pledged $8,782,571 to help bring this project to life.

Background

- Crowdfunding
- Projects
- Backers
- Pledges

Data

- Kaggle
- 2009 → 2018
- 378,661 → 331,675
- Training and Test set

Data

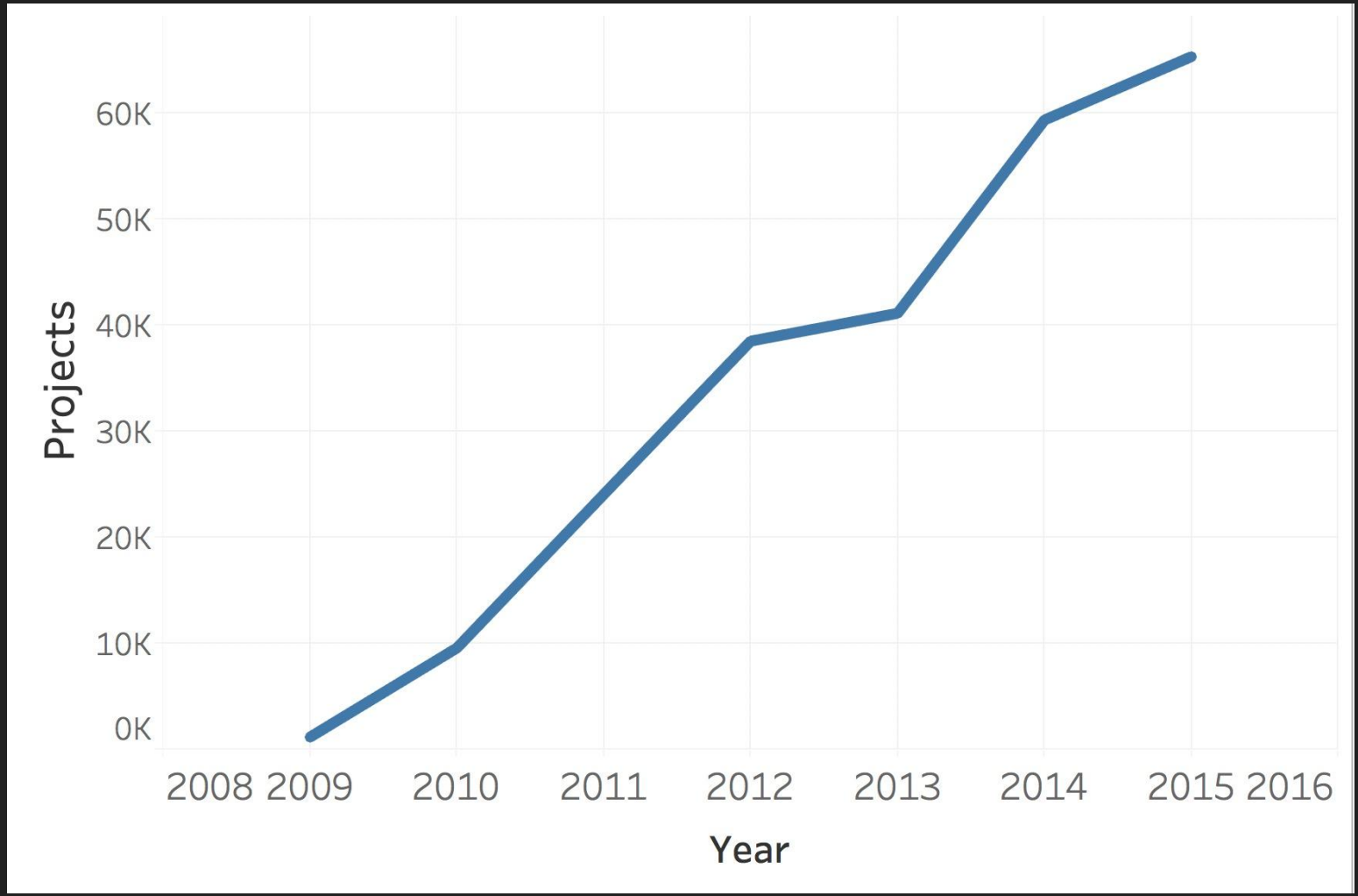
- ID
- name
- category
- main_category
- currency
- deadline
- goal
- launched
- pledged
- state
- backers
- country
- usd pledged

- Goal
- Backers
- State
- Dayz
- Seasondeadlinenum
- Seasonlaunchnum

Why?

TOTAL BACKERS	FUNDED PROJECTS	LIVE PROJECTS
14,107,972	137,904	3,094

TOTAL BACKERS	FUNDED PROJECTS	LIVE PROJECTS
14,143,580	138,258	3,481


60K
50K
40K
30K
20K
10K
0K
Projects
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year

Goals

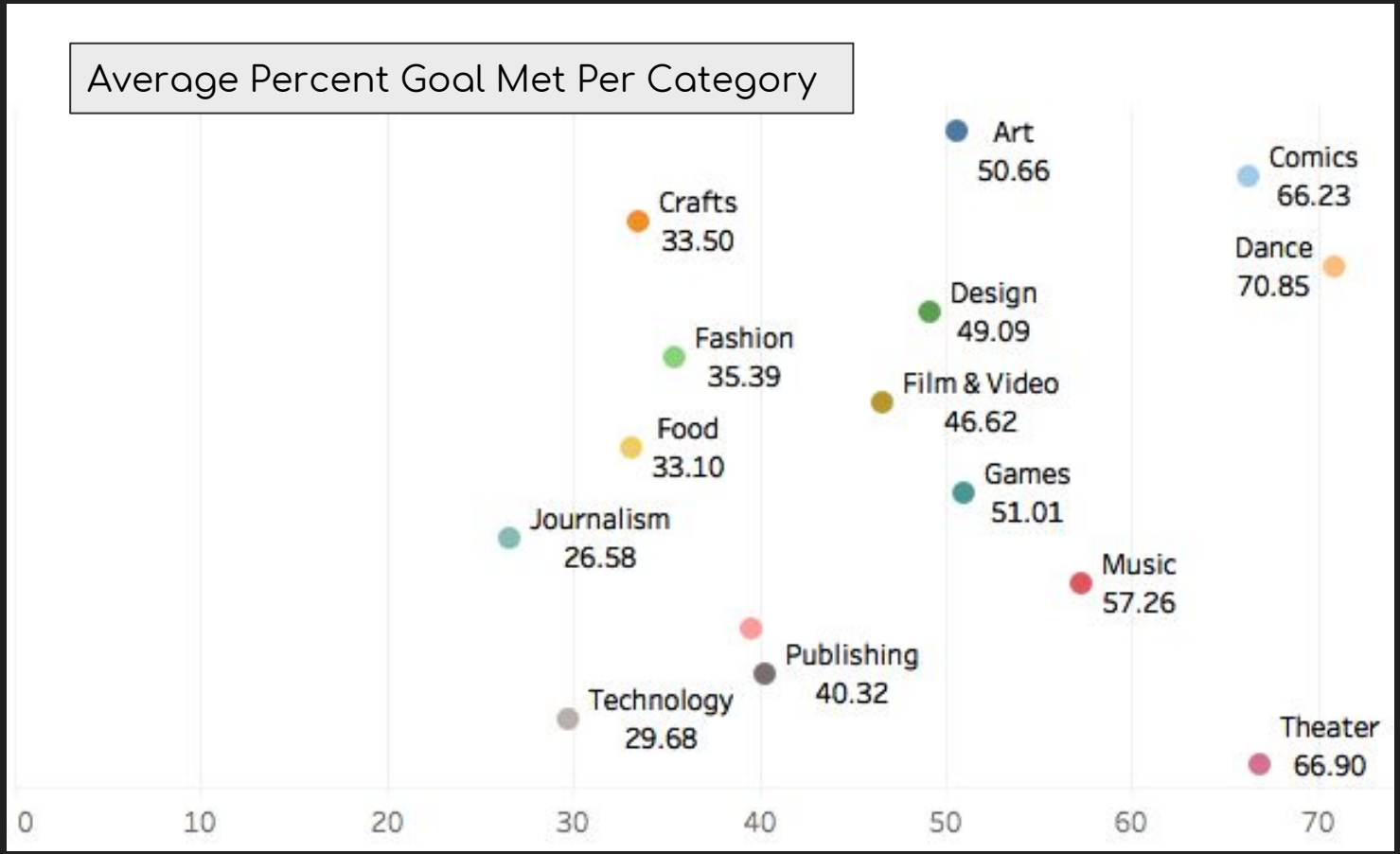
- What are the best measures of success?
- Does the length of time have an effect on the success of a project?
- When is the optimal time to post a project?

Data Inspection & Preprocessing

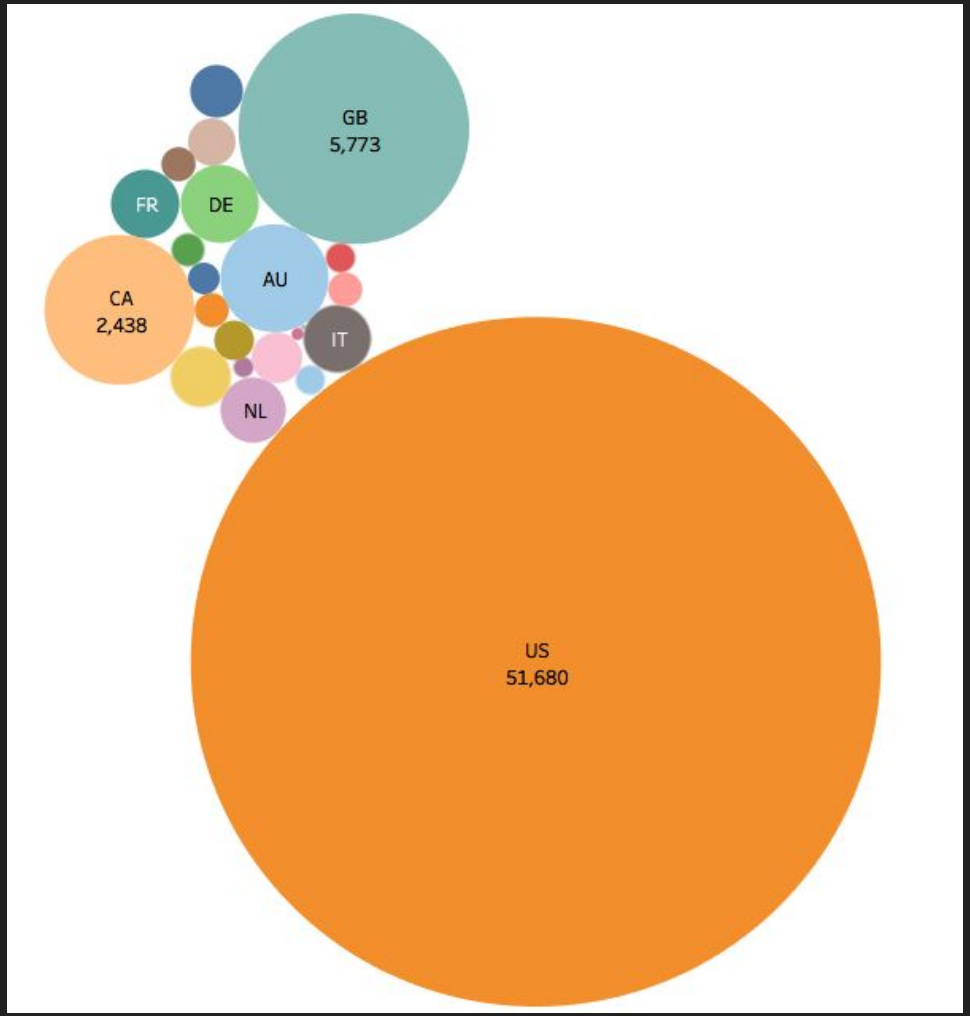
- Created new variables:
  - Date
  - Time
- Removed “Suspended”, “Undefined”, “Live”, and “Cancelled”

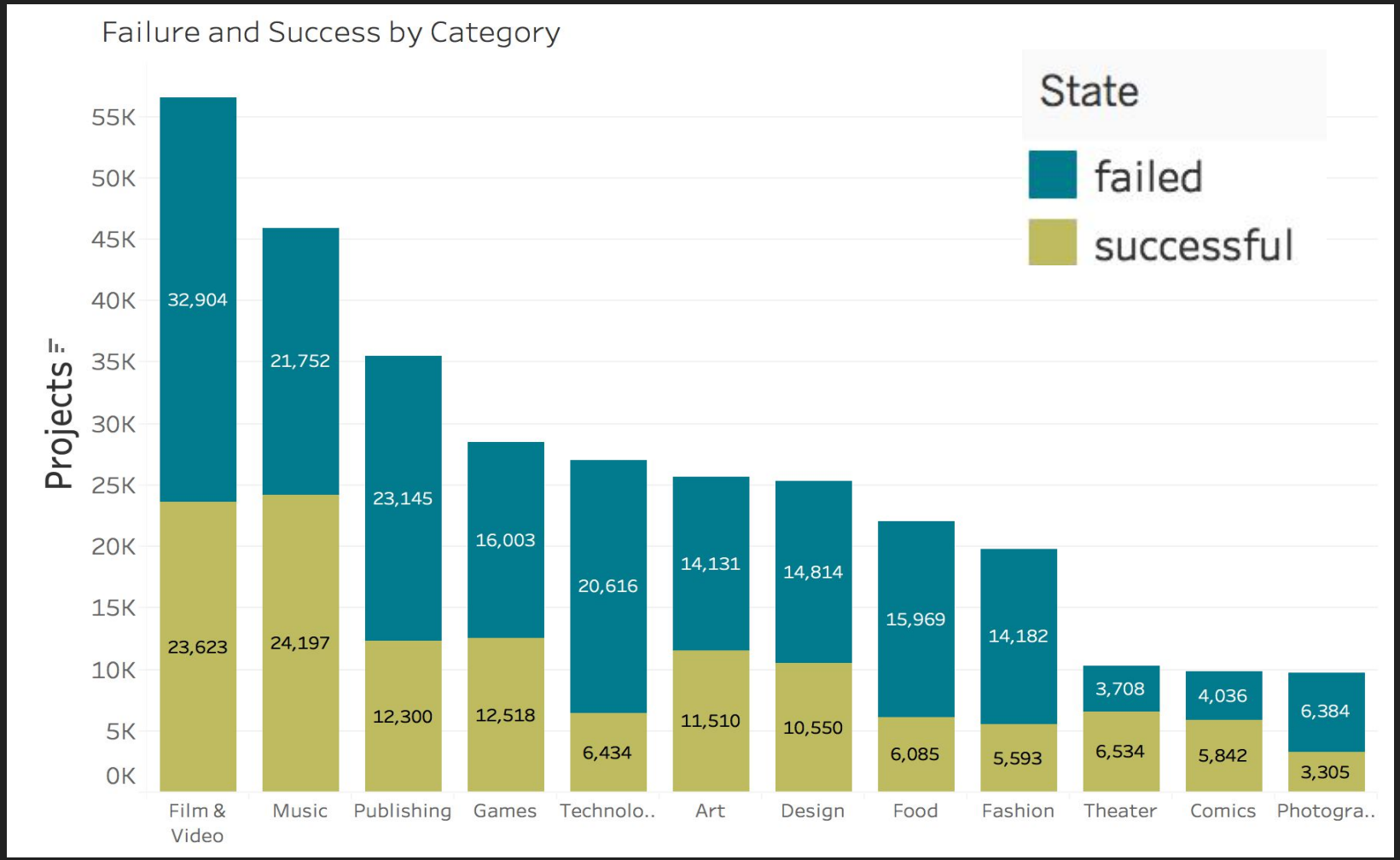
Exploratory Visuals

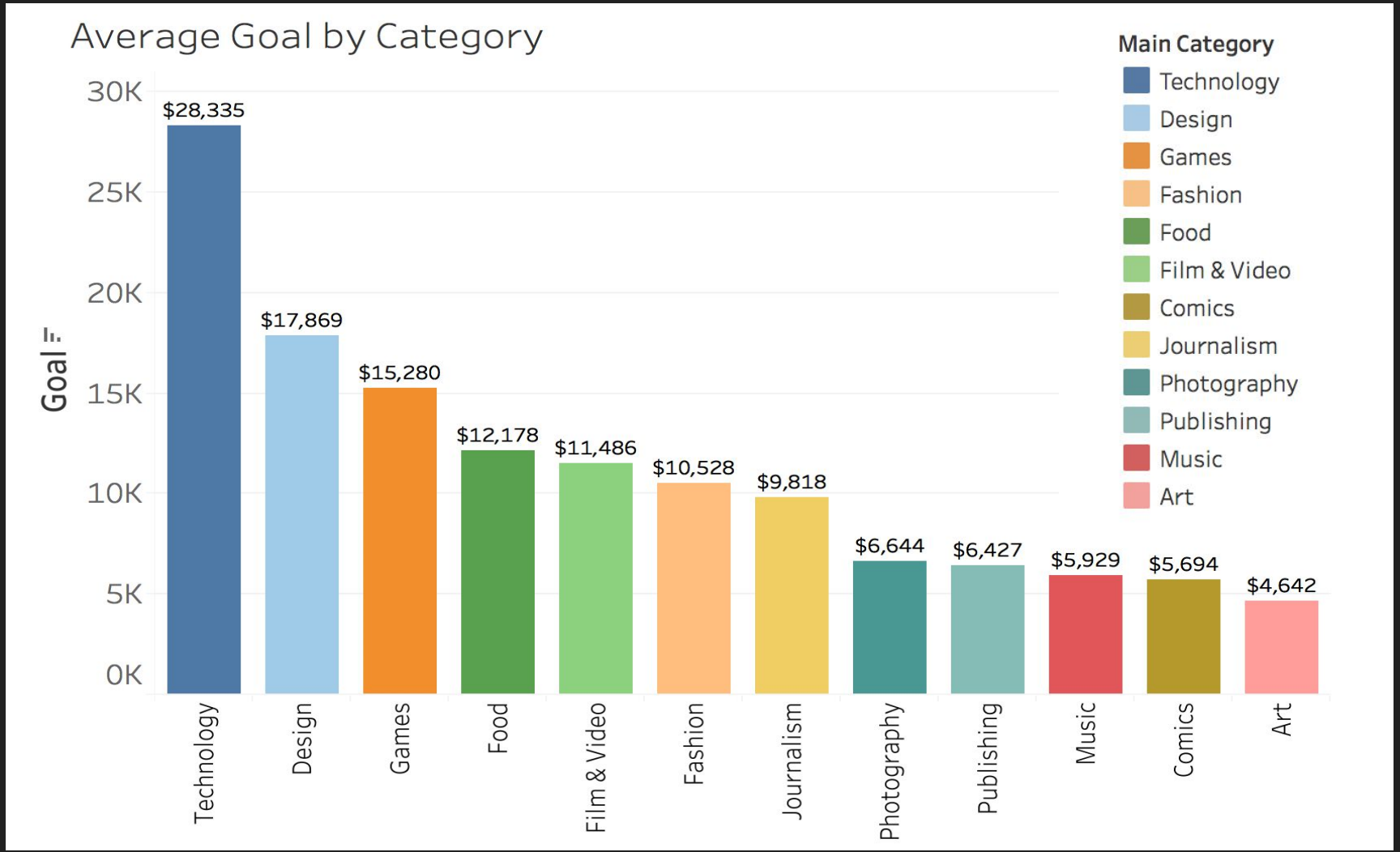
Average Percent Goal Met Per Category



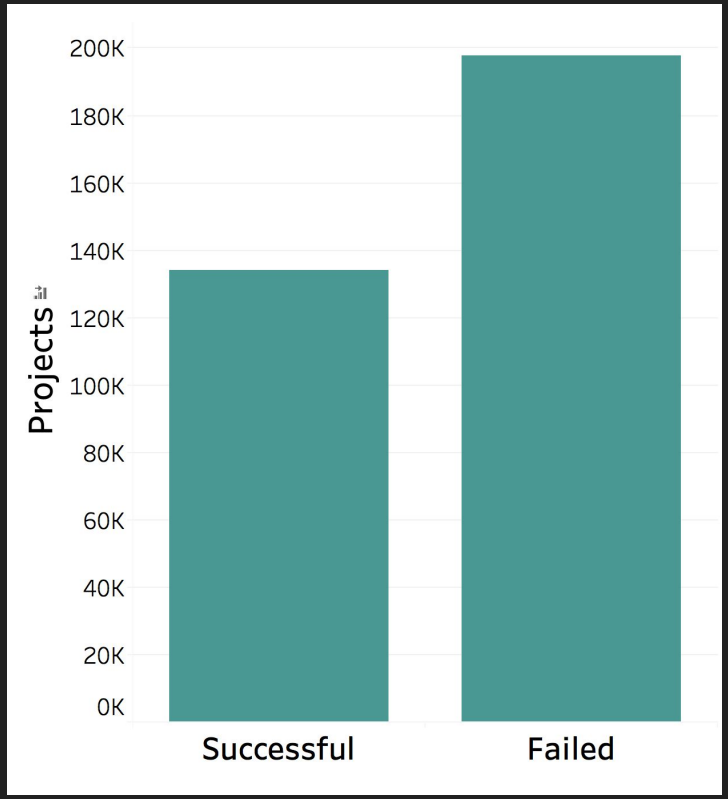
Number of Projects by Country

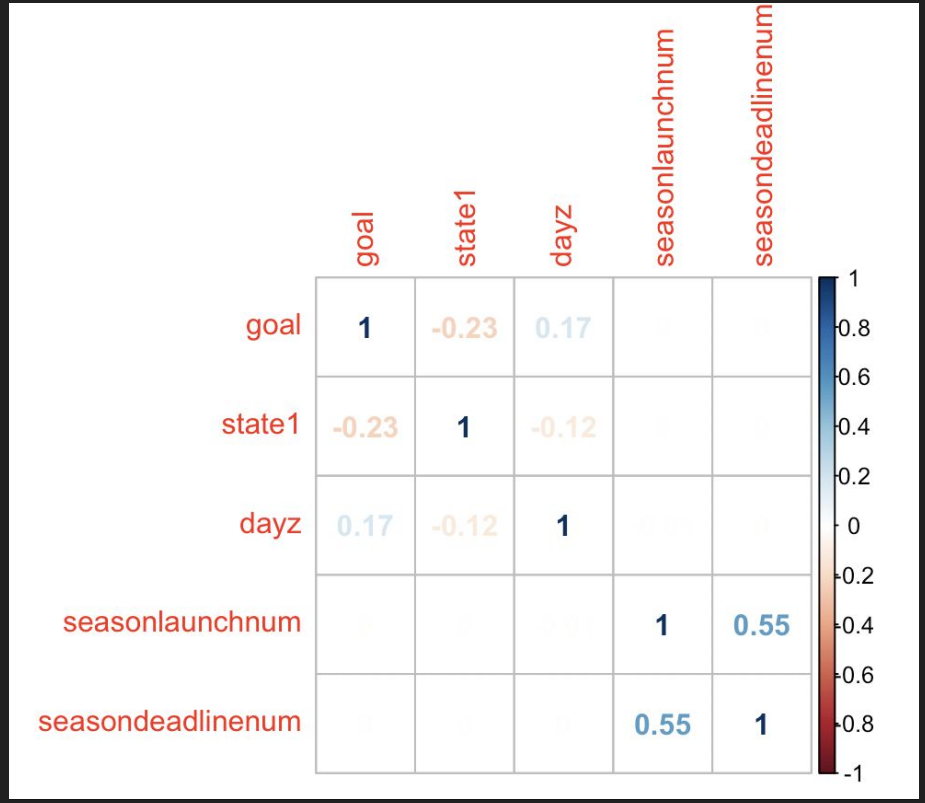



Failure and Success by Category
State
failed
successful
Projects
55K
50K
45K
40K
35K
30K
25K
20K
15K
10K
5K
0K
32,904
23,623
21,752
24,197
23,145
12,300
16,003
12,518
20,616
6,434
14,131
11,510
14,814
10,550
15,969
6,085
14,182
5,593
3,708
6,534
4,036
5,842
6,384
3,305
Film & Video
Music
Publishing
Games
Technolo..
Art
Design
Food
Fashion
Theater
Comics
Photogra..


Average Goal by Category
Goal
30K
25K
20K
15K
10K
5K
0K
$28,335
$17,869
$15,280
$12,178
$11,486
$10,528
$9,818
$6,644
$6,427
$5,929
$5,694
$4,642
Technology
Design
Games
Food
Film & Video
Fashion
Journalism
Photography
Publishing
Music
Comics
Art
Main Category
Technology
Design
Games
Fashion
Food
Film & Video
Comics
Journalism
Photography
Publishing
Music
Art

Exploratory & Preliminary Analysis Results





Analysis: Results

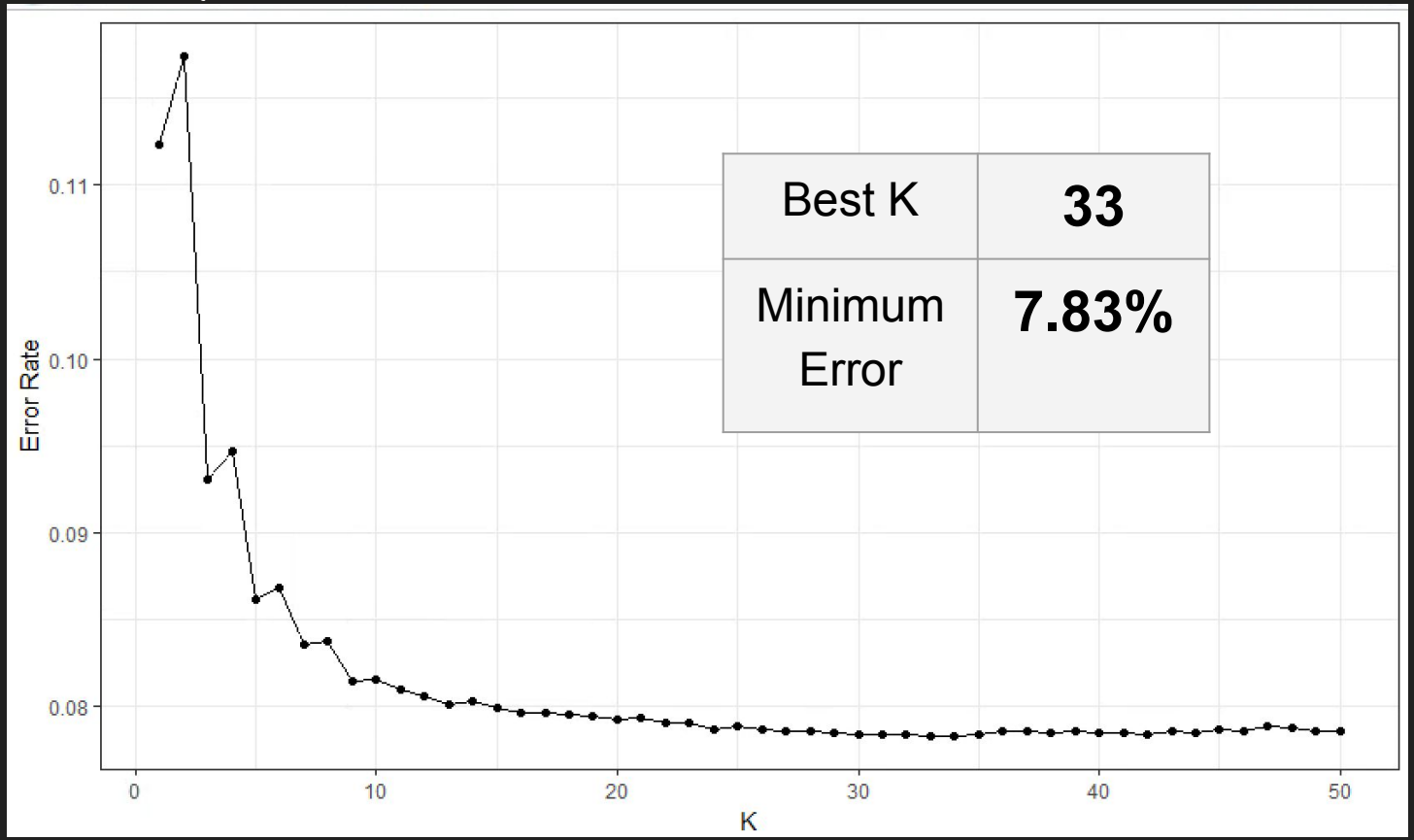
Model 1

	0	1
0	22,546	6,543
1	37,022	33,580

Error Rate: **43.7%**

- Category
- Season Launch
- Season Deadline
- Days
- Deadline Month

Analysis: K Nearest Neighbors



Best K	**33**
Minimum Error	**7.83%**

Our Final Model

	0	1
0	54,728	3,920
1	4,652	36,203

K = 5

Error Rate: **8.61%**

Analysis: Performance Measurement

	0	1
0	197,717	0
1	2	133,956

Error Rate: 6.0299e-6

Analysis: Interpretation

References

- •http://www.alexa.com/siteinfo/Kickstarter.com
- •https://www.kaggle.com/kemical/kickstarter-projects/data
- https://thecreativeindependent.com
- https://en.wikipedia.org/wiki/Kickstarter

Donald Trump's first act as president was to outlaw _____.
Cards Against Humanity
Trying to wake up from this nightmare.
Cards Against Humanity
Finding out that democracy might not be such a great idea.
Cards Against Humanity
Trying to remember what music was.
Cards Against Humanity
Questions?