

Predicting campaign success on

KICKSTARTER

Natasha Borders

How does **KICKSTARTER** work?

- All or nothing funding model
- Creators want the campaign to succeed
- Backers don't want to miss an amazing opportunity
- Kickstarter profits from managing both sets of expectations



Zahra The Shadow Flame - A Comic

Zahra is the last in a line of mystically-powered women linked to the history of Arabia and the ones who will decide its future.



Adam Comics

First created · 3 backed

More

\$719
pledged of \$12,300 14
backers 27
days to go

Campaign Data

- Goal in USD
- Campaign length in days
- Category
- Where the project is based
- Marked as “Projects We Love”
- Length of Description

Dataset obtained from a scraping website and compiled by aggregating monthly data covering April 2018-March 2019



Project We Love



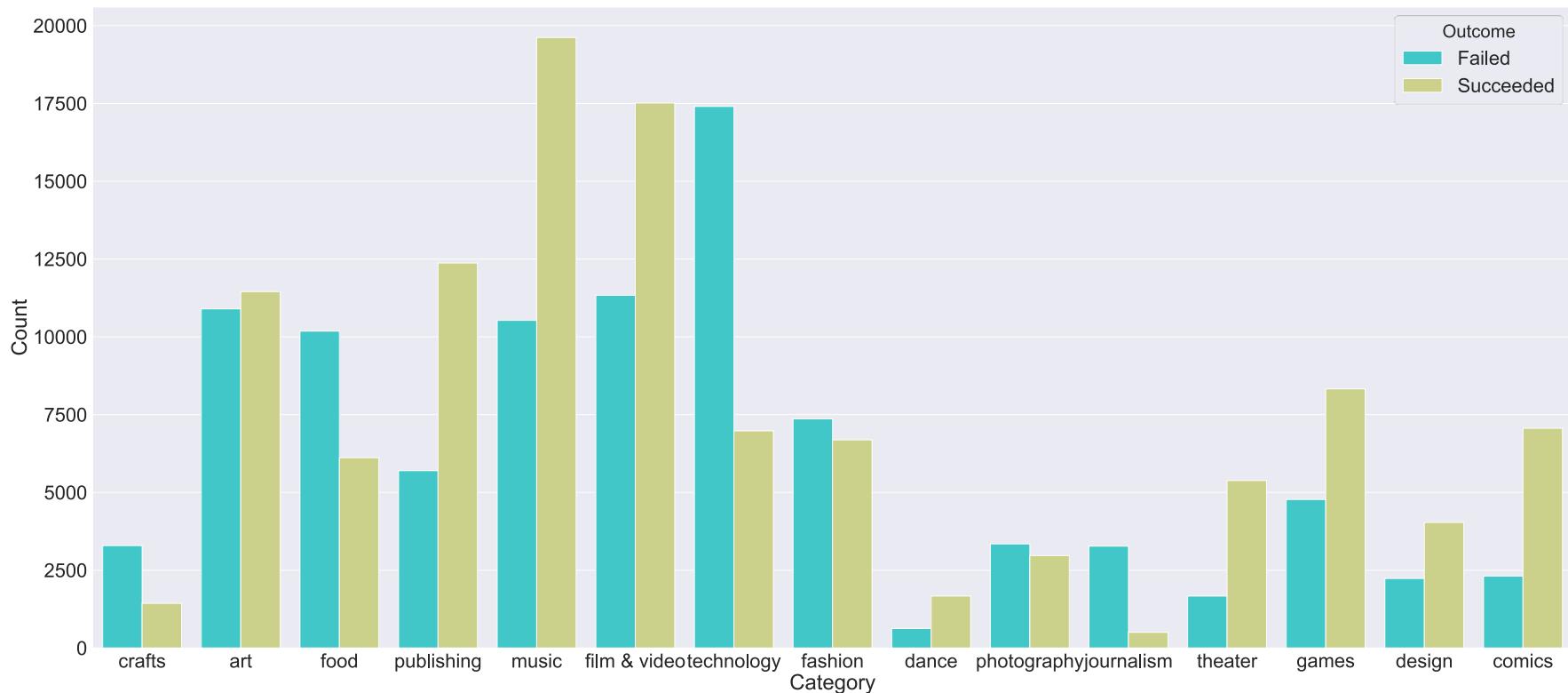
Graphic Novels



Los Angeles, CA

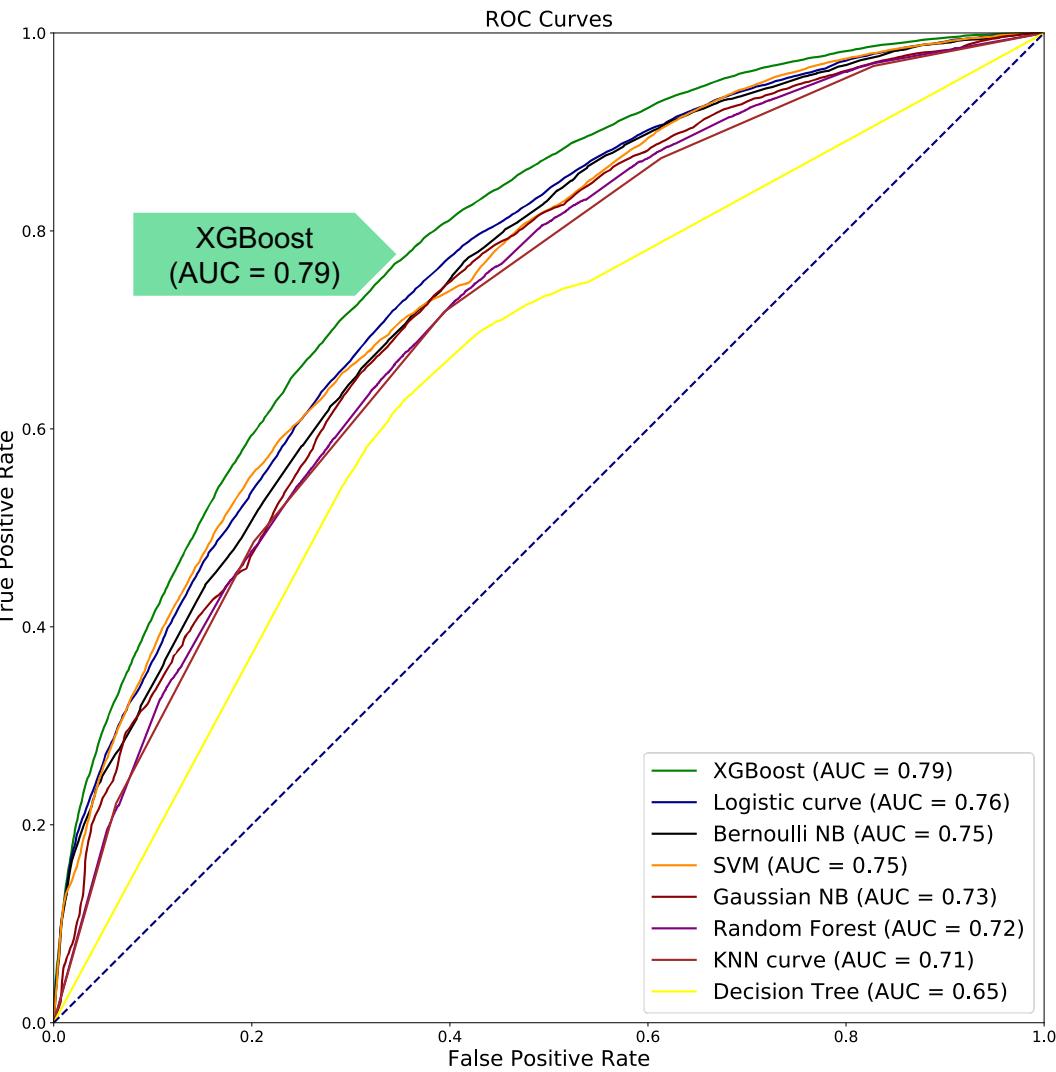
Kickstarter Campaigns

- 54% succeeded, 46% failed



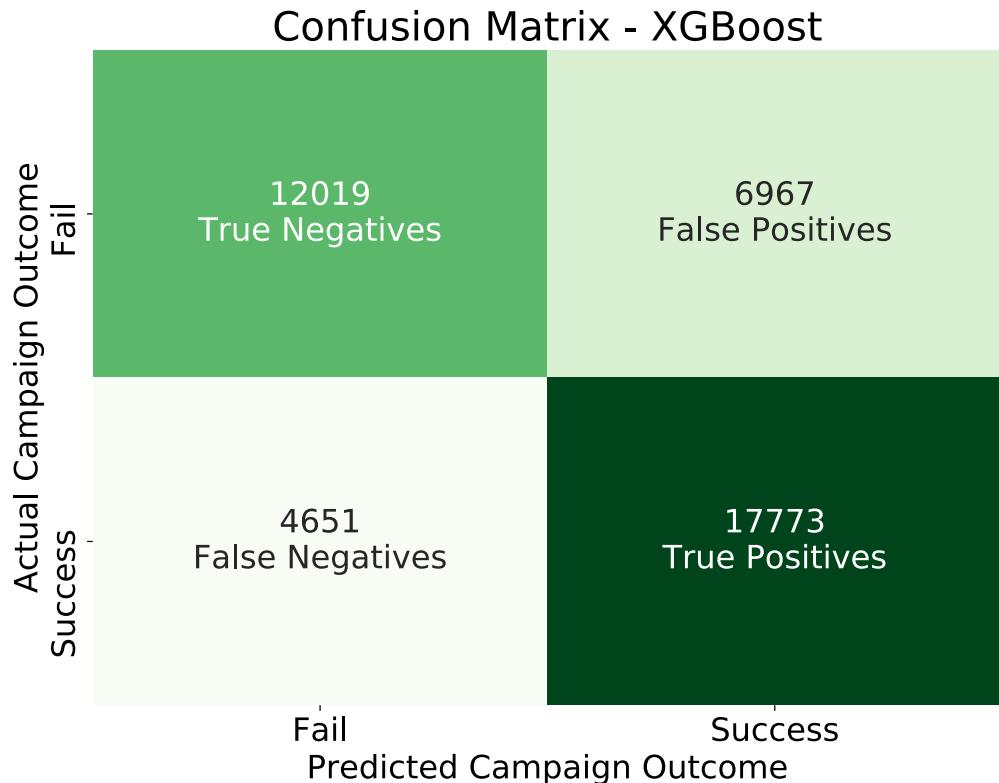
Model Evaluation

'Success' Class	Precision
XGBoost	.71
Logistic Regression	.69
Bernoulli NB	.68
SVM	.72
Gaussian NB	.64
Random Forest	.69
KNN	.68
Decision Tree	.67



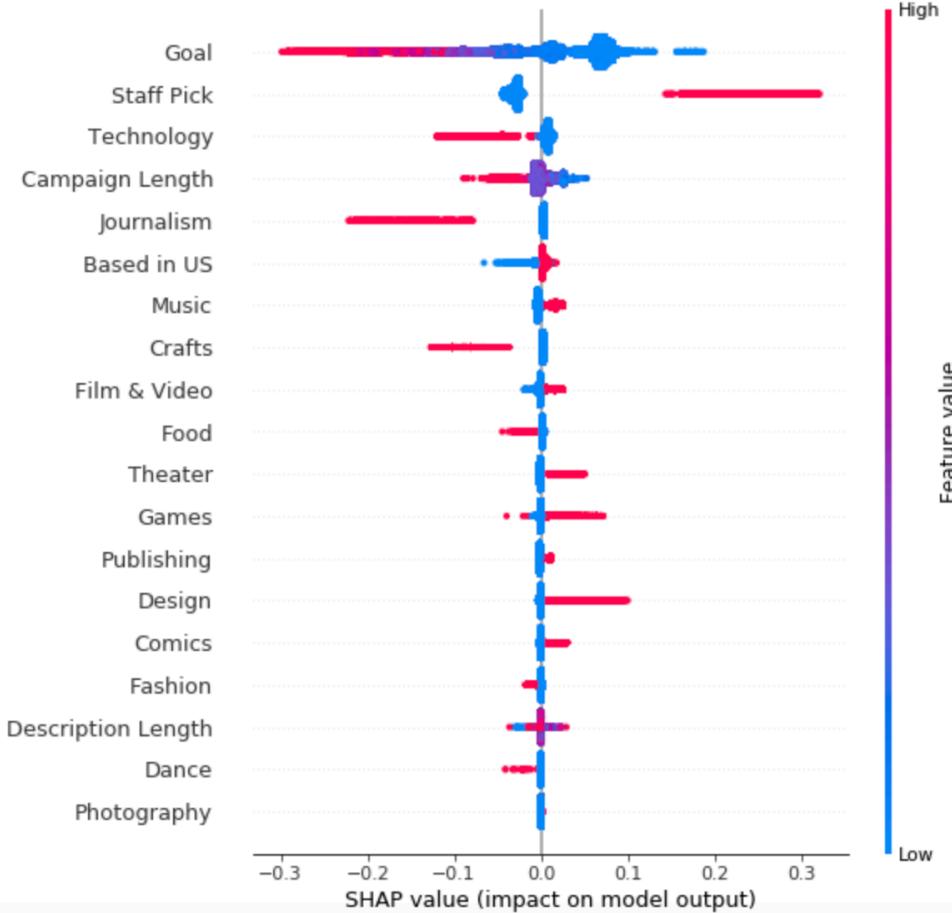
XGBoost Performance on Test Data

	Validation	Test
AUC	.79	.79
Precision 'Success' Class	.71	.72



Feature Importance with XGBoost

- Setting a low goal benefits the campaign
- Shorter campaigns do better
- Kickstarter endorsement improves chance of success
- Choice of category matters



Sleeping Around in America: Revisiting the Roadside Motel

A 10,000 mile motorcycle adventure story, photo-book and travel guide to 50 of America's remaining roadside motels .



\$6,027
pledged of \$7,420 goal

58
backers

5
hours to go

[Back this project](#)

Save



All or nothing, This project will only be funded if it reaches its goal by Mon, May 6 2019 2:00 PM PDT.



Project We Love



Nonfiction



Ottawa, Canada



[Project We Love](#)

[Ottawa, Canada](#)

[Nonfiction](#)

CA\$ 10,257

pledged of CA\$ 10,000 goal

61

backers

Creator Recommendations

- Set a small goal in USD that fits the scope of the campaign
- Don't stretch the campaign past 30 days
- Consider the category carefully
- Get endorsed by Kickstarter



From the creators of **UNSTABLE UNICORNS™**

Runes & Regulations: A Game of Suburban Sorcery

A strategic card game that combines the aggressiveness of a horde of dragons with the passive-aggressiveness of a suburban unicorn.



Ramy Badie

4 created · 14 backed

More

\$580,994

pledged of \$20,000

8,025

backers

8

days to go



Project We Love



Tabletop Games



Denver, CO

Next Steps

1

Develop XGBoost Heroku app

Full functionality and visual appeal

2

Explore monetary side of things

Do stretch goals help?

3

What will the future bring?

Explore how quickly campaigns are fulfilled



THANK YOU!

Any questions?



Analysis Pipeline

