

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 a 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



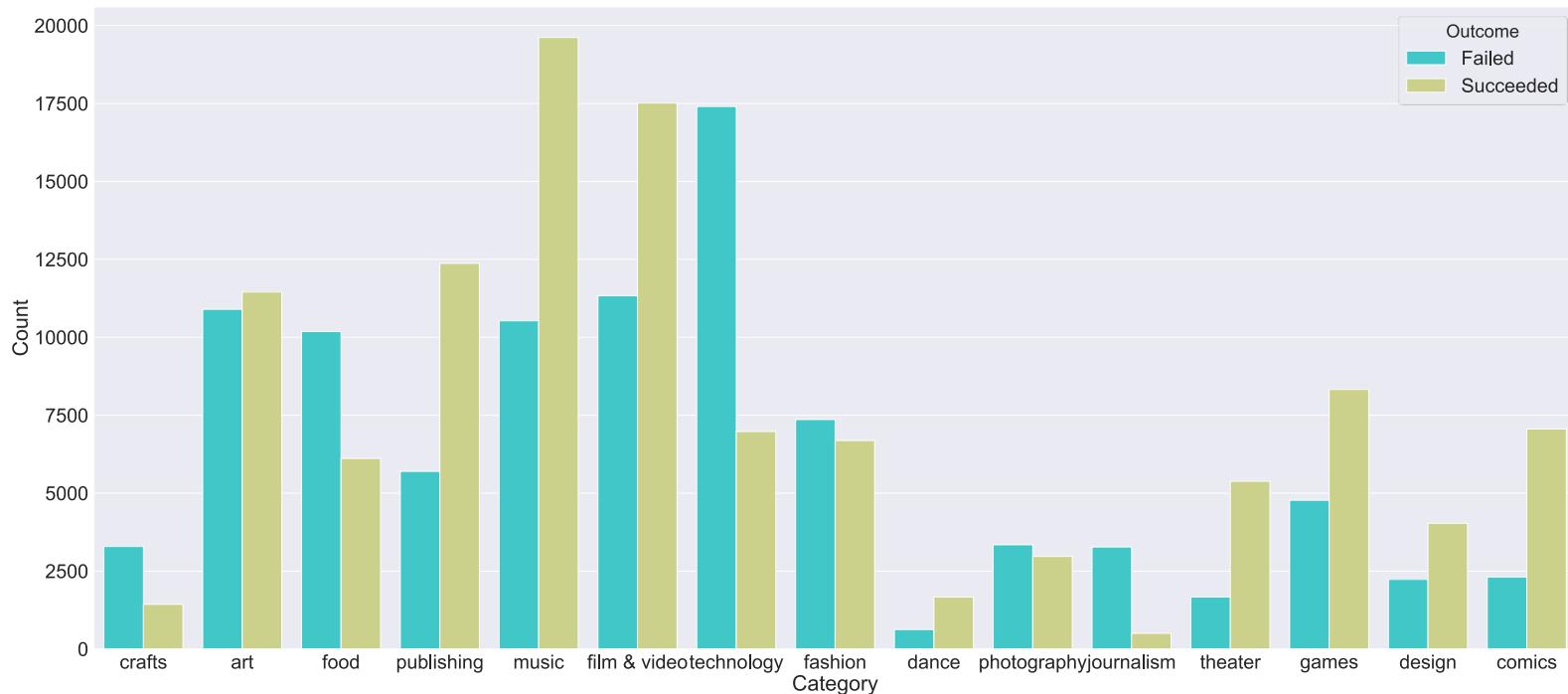
Graphic Novels



Los Angeles, CA

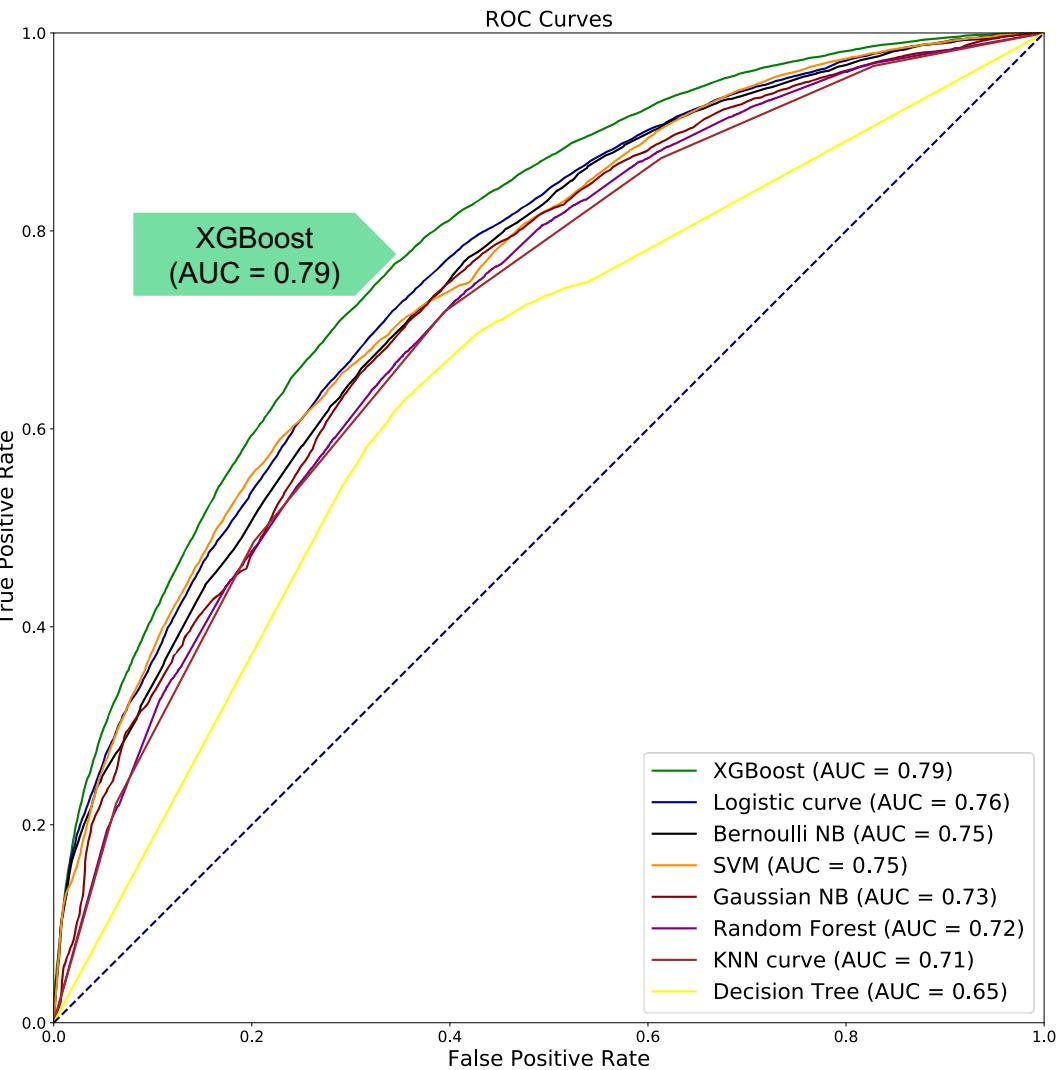
# Kickstarter Campaigns

- 54% succeed, 46% fail
- 30 days – average campaign length



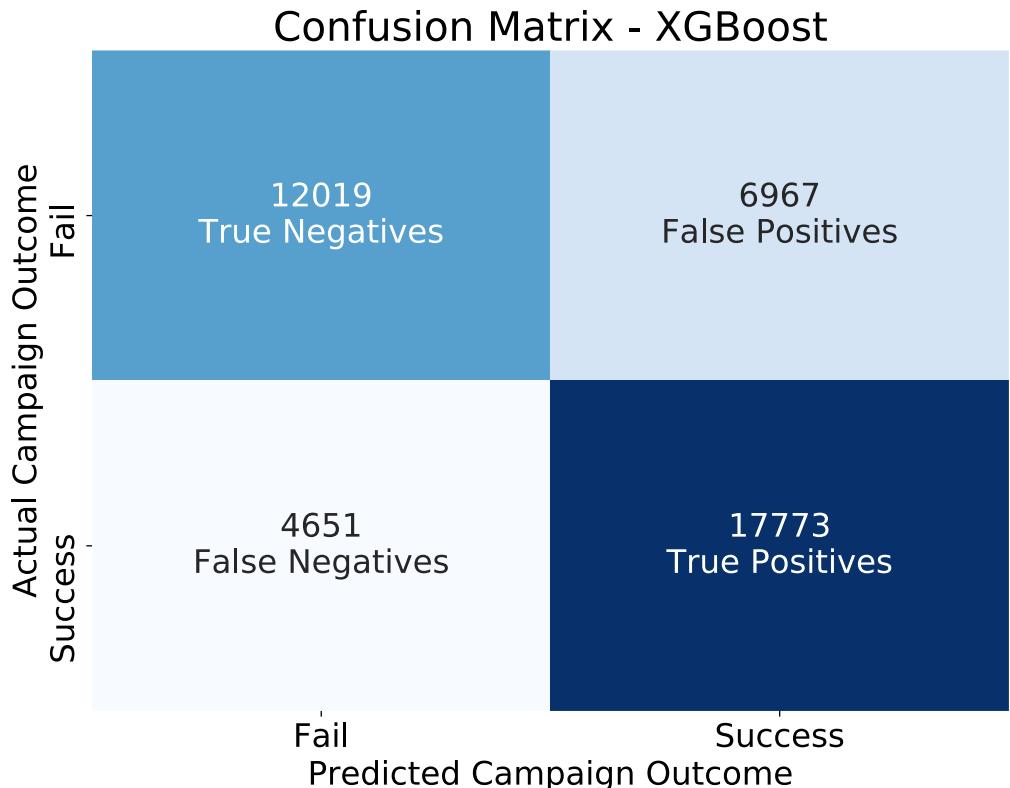
# Model Evaluation

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



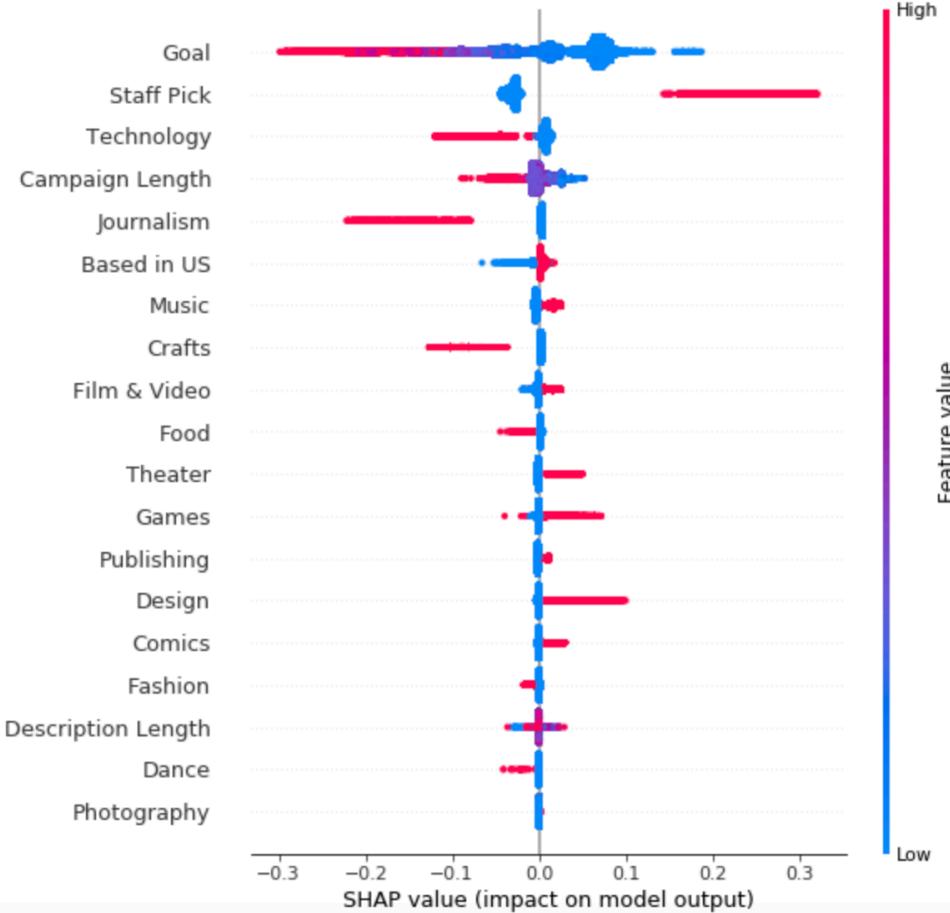
# XGBoost Performance on Test Data

Train/Test Performance	XGBoost
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



# 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](#)

[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 beautiful appearance

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

