

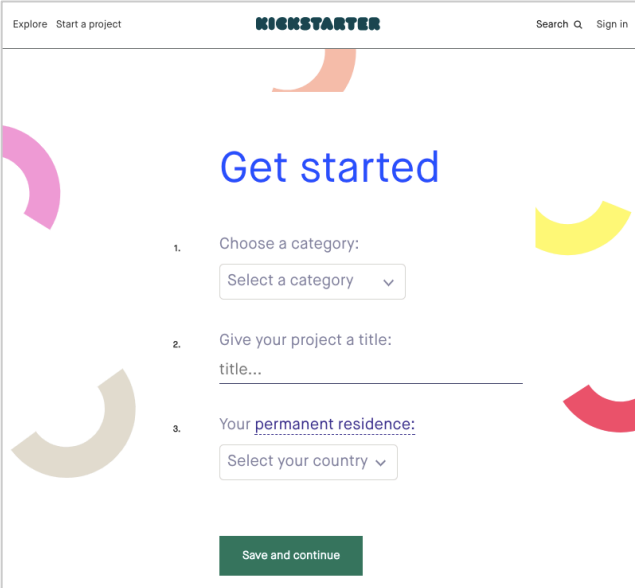
KICKSTARTER

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PREDICTING KICKSTARTER PROJECT SUCCESS

What is Kickstarter?

Kickstarter's mission is to help bring creative projects to life. Projects have many forms including food and publishing to music, fashion and technology.



The image shows a screenshot of the Kickstarter website's 'Get started' form. The form is titled 'Get started' in blue text. It contains three numbered steps: 1. 'Choose a category:' with a dropdown menu labeled 'Select a category'; 2. 'Give your project a title:' with a text input field labeled 'title...'; 3. 'Your permanent residence:' with a dropdown menu labeled 'Select your country'. A green button labeled 'Save and continue' is at the bottom. The background features several large, colorful, curved shapes in orange, pink, yellow, and red. The top navigation bar includes links for 'Explore', 'Start a project', the 'KICKSTARTER' logo, and 'Search' and 'Sign in' options.

Explore Start a project KICKSTARTER Search Q Sign in

Get started

1. Choose a category:
2. Give your project a title:
3. Your permanent residence:

Will my project get funded?

Kickstarter is all or nothing. If a project doesn't get every dollar, the project will not be successful.

How to Predict Project Success

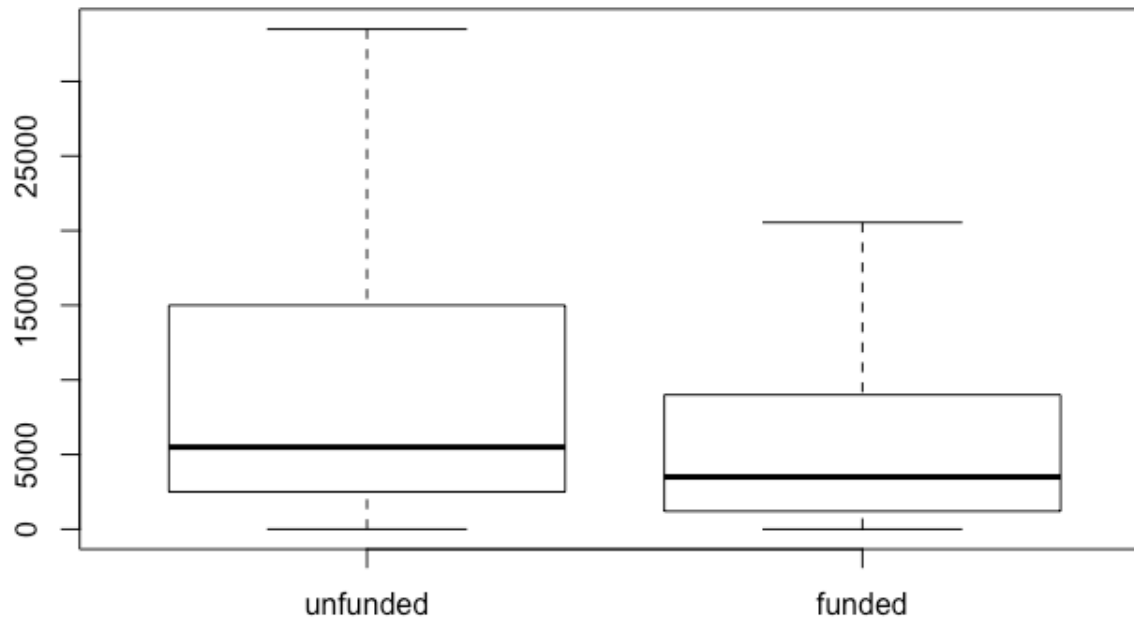
1. Explore the data set
2. Analyze the variables
3. Apply predictive modeling

Data Set

- 108,129 projects
- 33% successfully funded projects
- May 2009 – 2015
- US only projects
- Variables: product description, keywords, goal amount and various project timelines

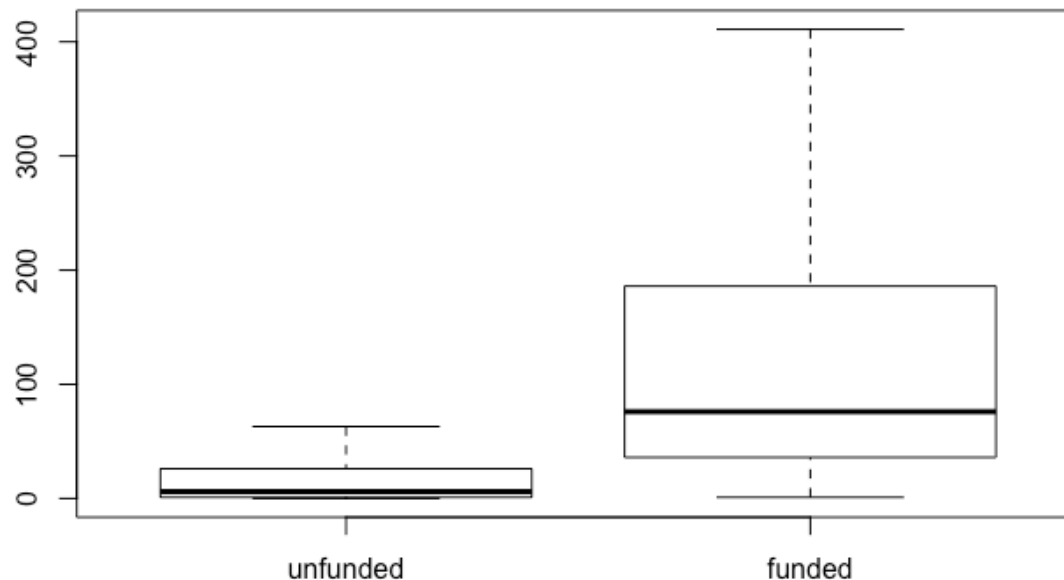
Data: Goal Amount

- Successful projects ask for less money.
 - Unfunded average amount \$3,500
 - Funded average amount \$5,500



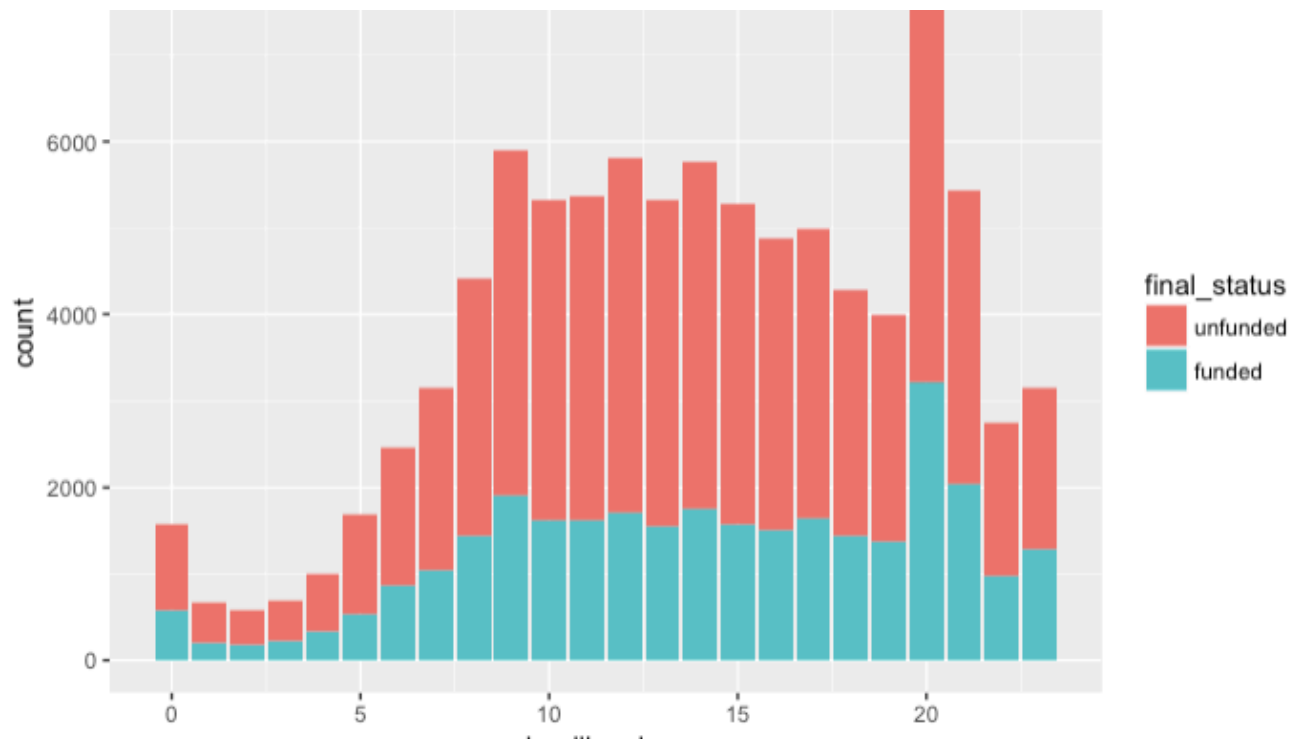
Data: Backers

- Successful projects have more backers.
 - Unfunded an average of 6
 - Funded an average of 76



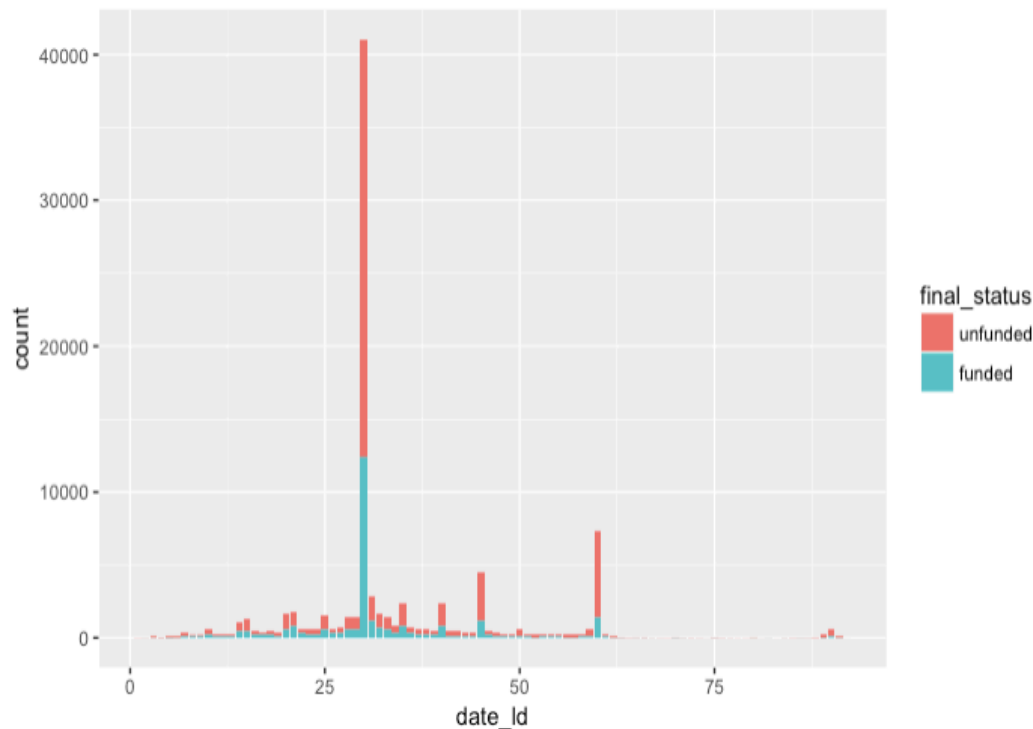
Analyze: Time

- Successful projects have a deadline before 10pm.
- 8pm is the most common deadline hour.



Analyze: Project Length

- Successful projects are typically less than 30 days.
- 30 days is the most successful project length.

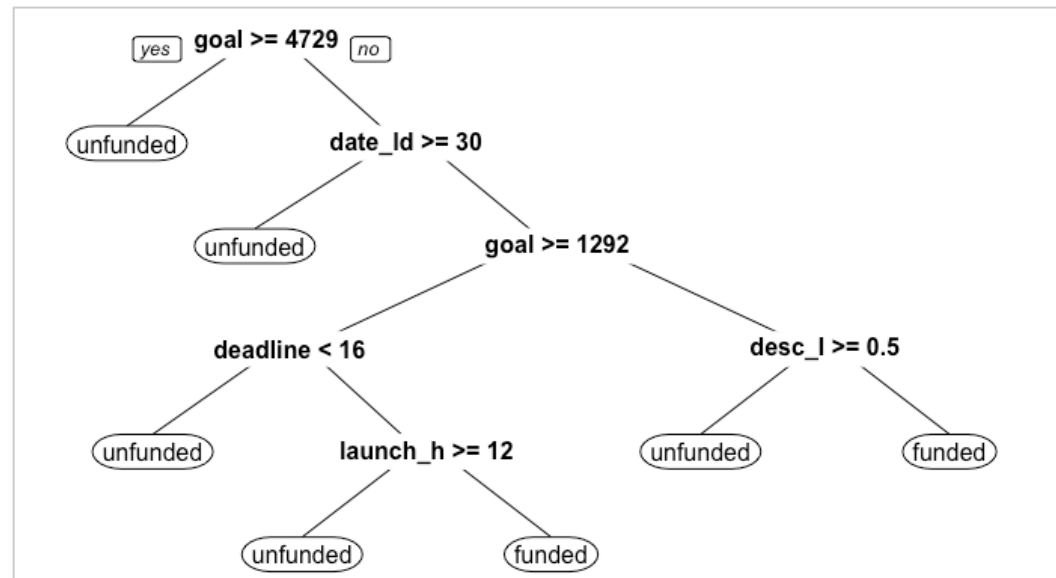


Comparing Models

- 3 unsuccessful models.
- Accuracy for each:
 - CART: %67.7
 - Random Forest: %67.7
 - Logistic regression: %67.6

Model: Insights

- Most influential variables for project success.
- CART Model:
 - Goal
 - Project length (date_Id)
 - Deadline hour
 - Launch hour
 - “I” in description (desc_I)



Results

- More research is needed.
- Time variables related to product launch and deadline were not as important as expected.

Next steps

- The key to predicting a project's success is most likely within the keywords and description.
- Continued analysis with sentiment and popularity of specific words is needed.

Appendix

- Project files – [Github](#)
 - Report
 - R Code
- Data source - [Kaggle](#)