

Project Presentation  
8.October 2020  
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# Kickstarter success prediction

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DO THIS!

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Models and their  
performance

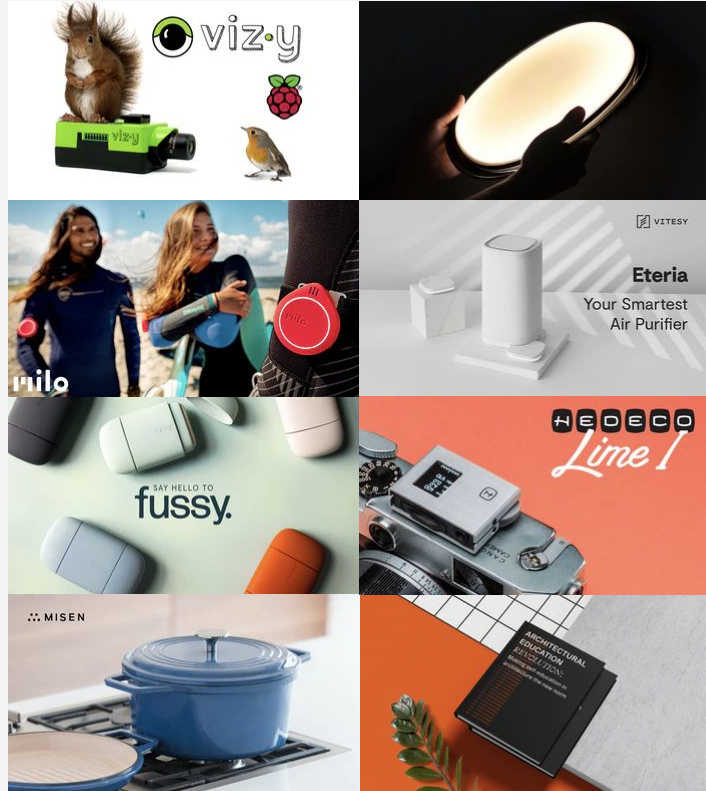
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## FUTURE WORK

ROC, blurb and photo  
analysis

# INITIAL SITUATION

## 01 INITIAL SITUATION



### About Kickstarter

- Global crowdfunding platform
- Mission: **“Help bring creative projects to life”**
- launched in 2009
- Projects only receive funding if the goal is reached
- \$4.6 billion in pledges (Dec 2019)
- about 17.2 million backers funded 445,000 projects

## 01 INITIAL SITUATION



### Our Data Source

- Data comes from a scraping service:  
<https://webrobots.io/kickstarter-datasets/>
- Snapshot of “all” project (scraped 18.11.2019)
- about 185.000 projects after removing duplicates

## 01 INITIAL SITUATION – TASK



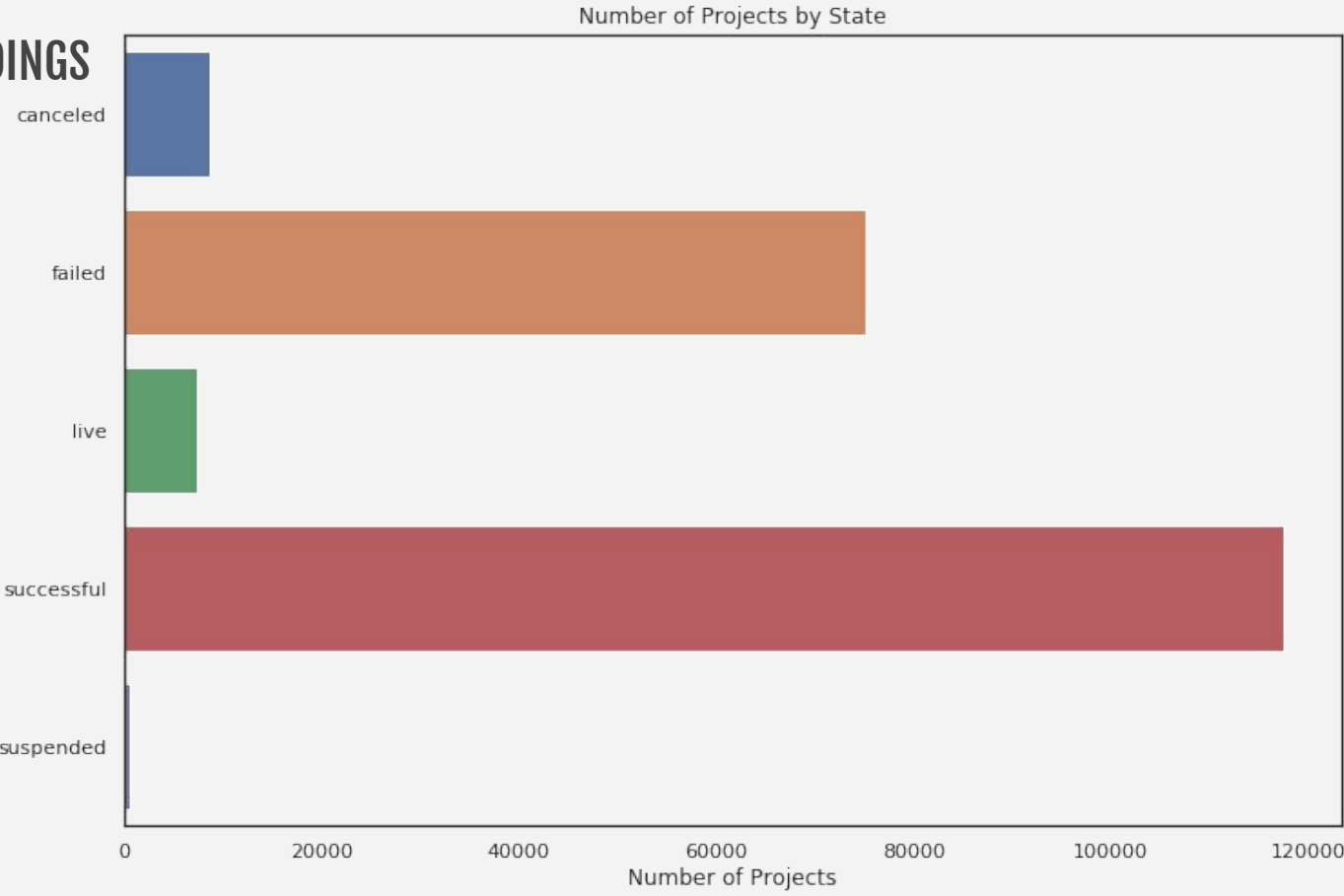
Creation of a model to predict the success of a campaign (based on known project data)



Recommendations of how to optimize a project for success

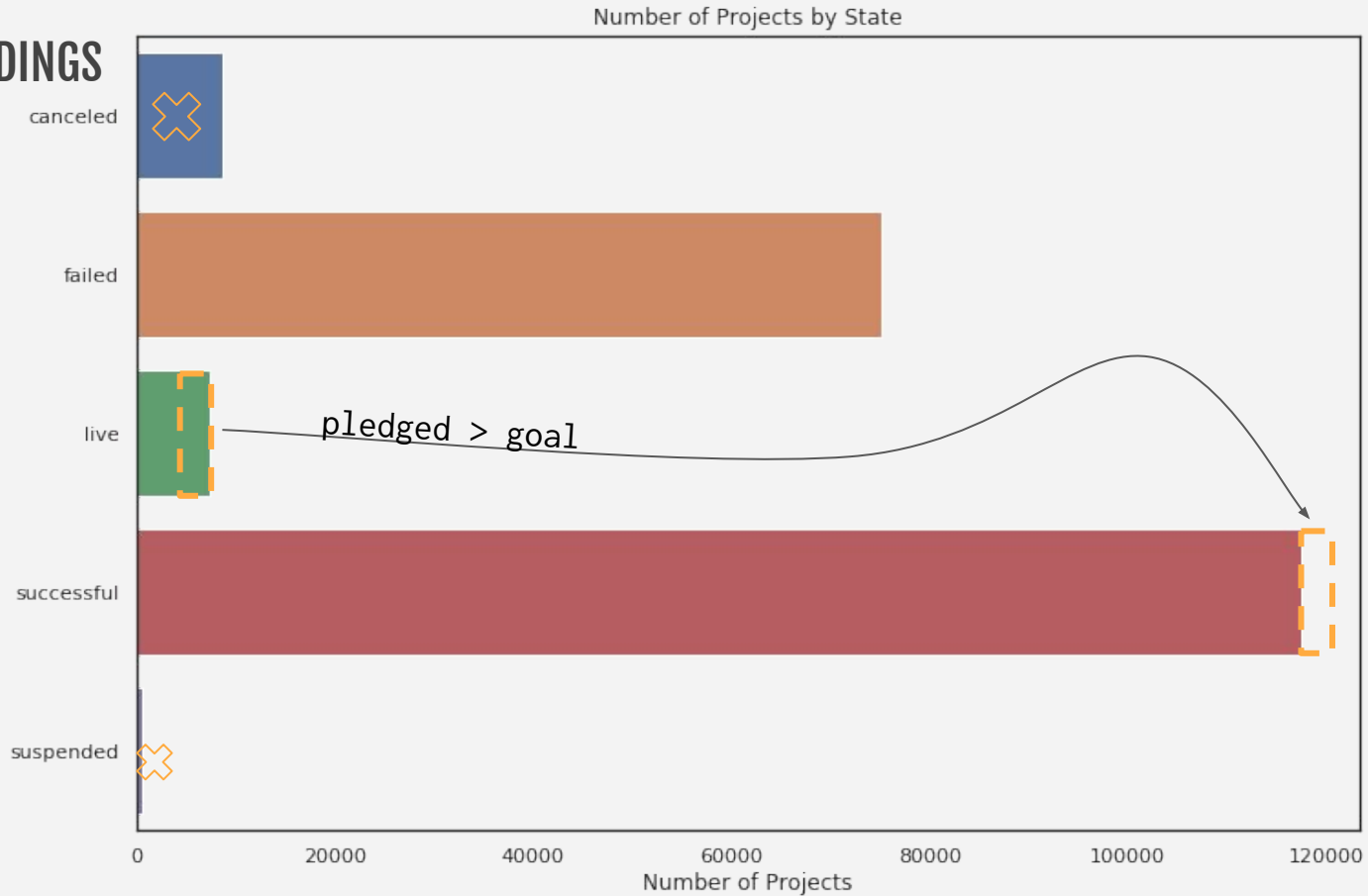
# FINDINGS

# 02 FINDINGS



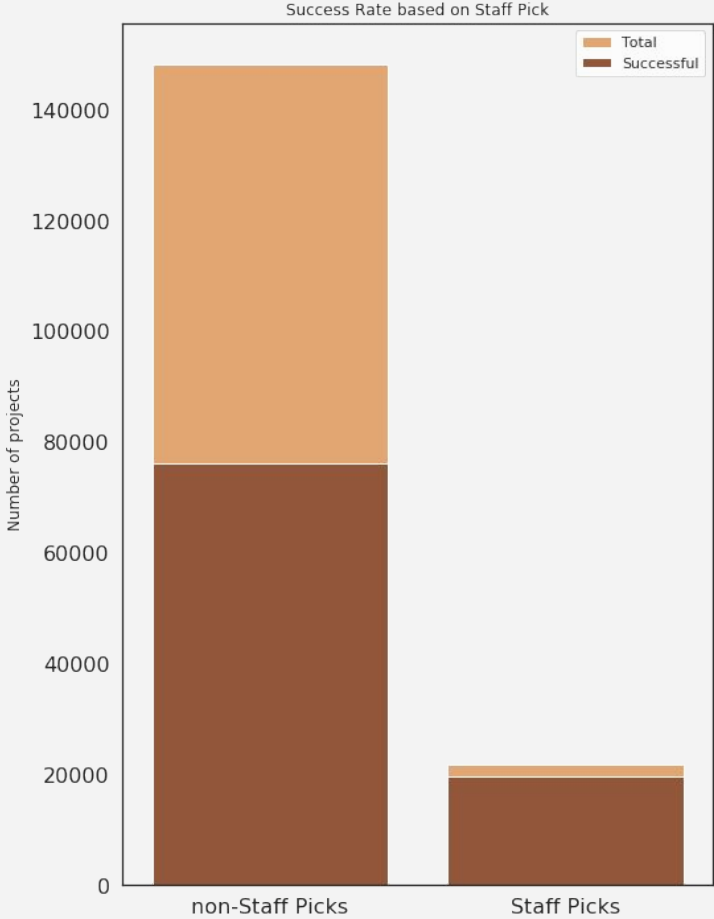
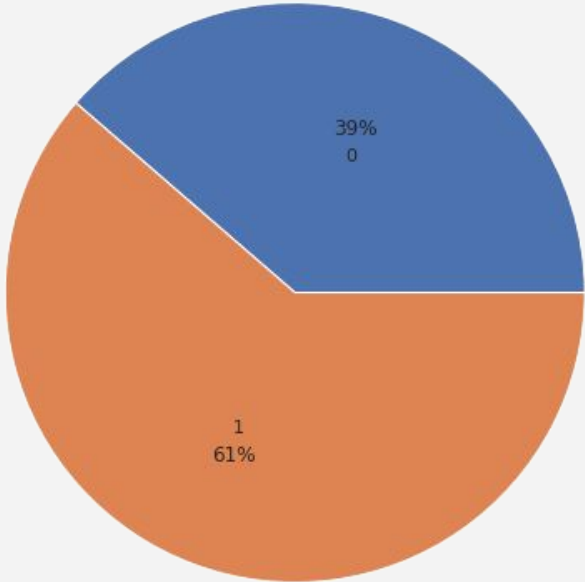


## 02 FINDINGS

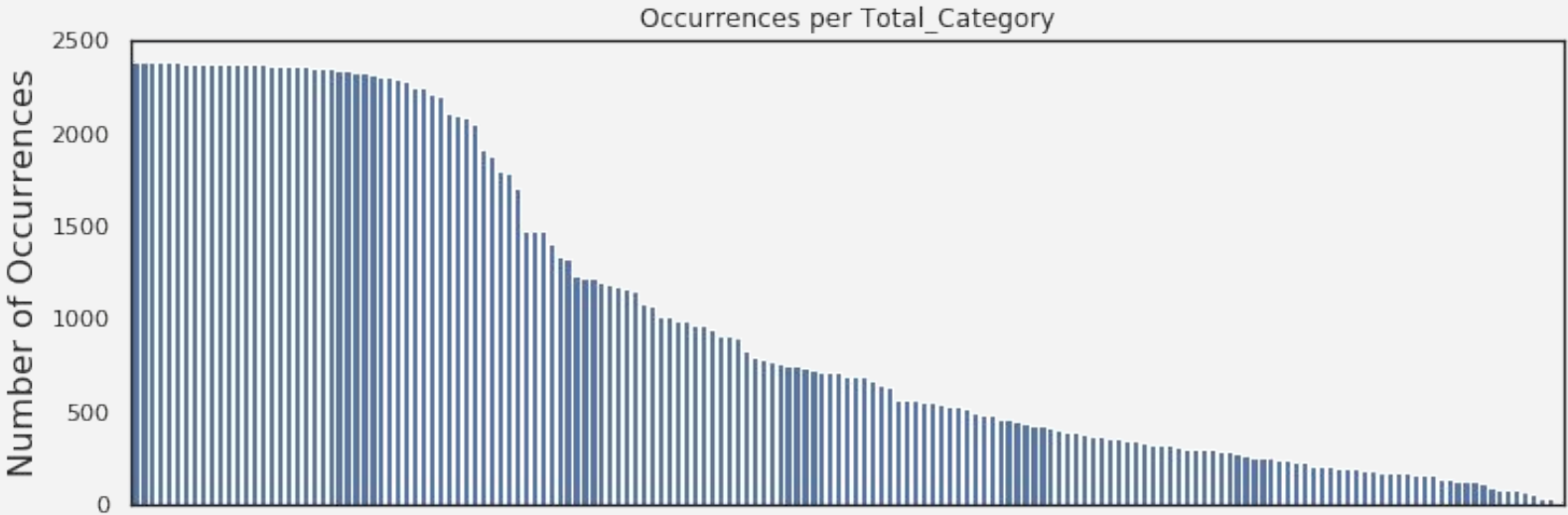


# 02 FINDINGS

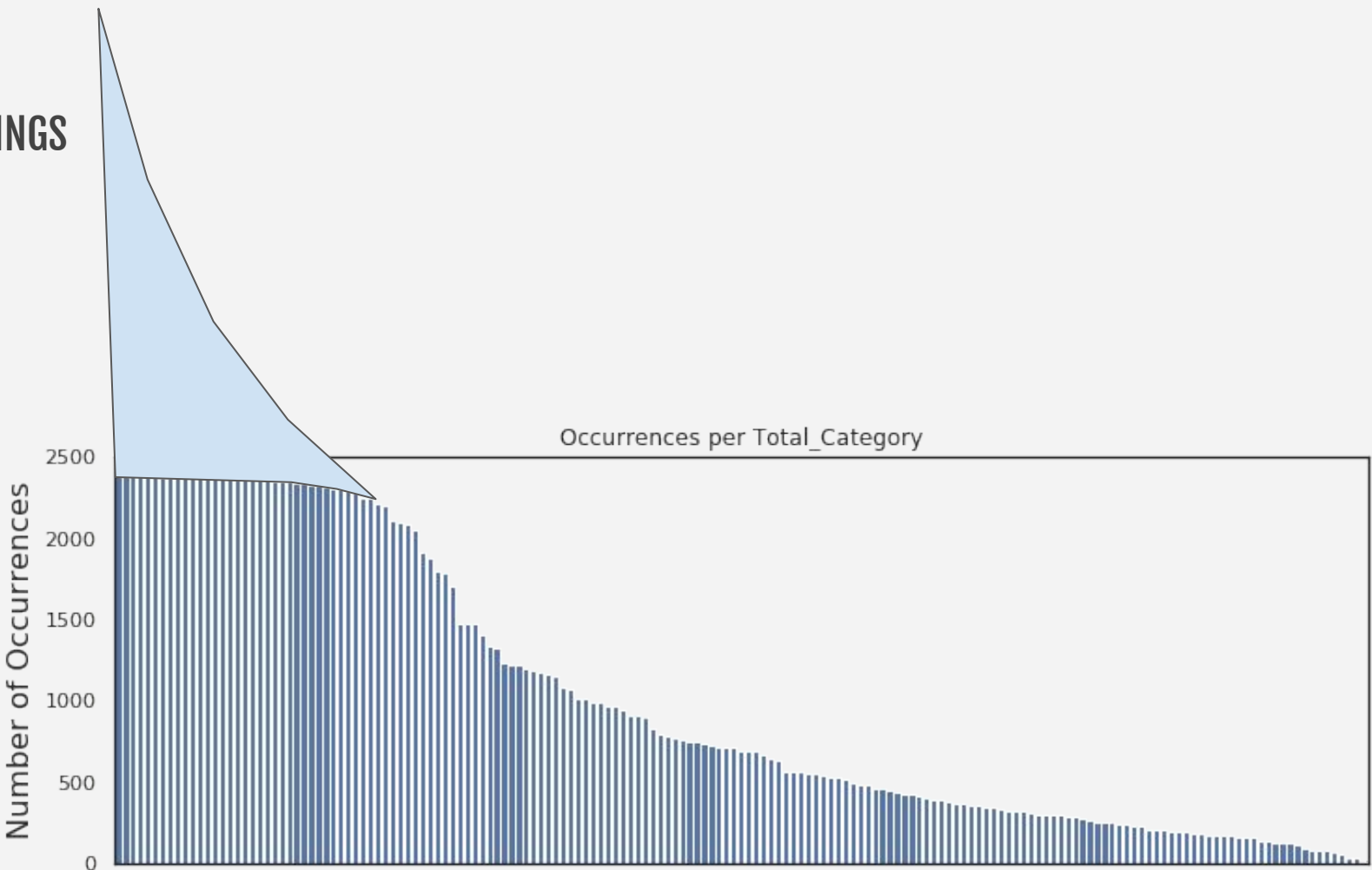
Success (1) vs. Failure (0)



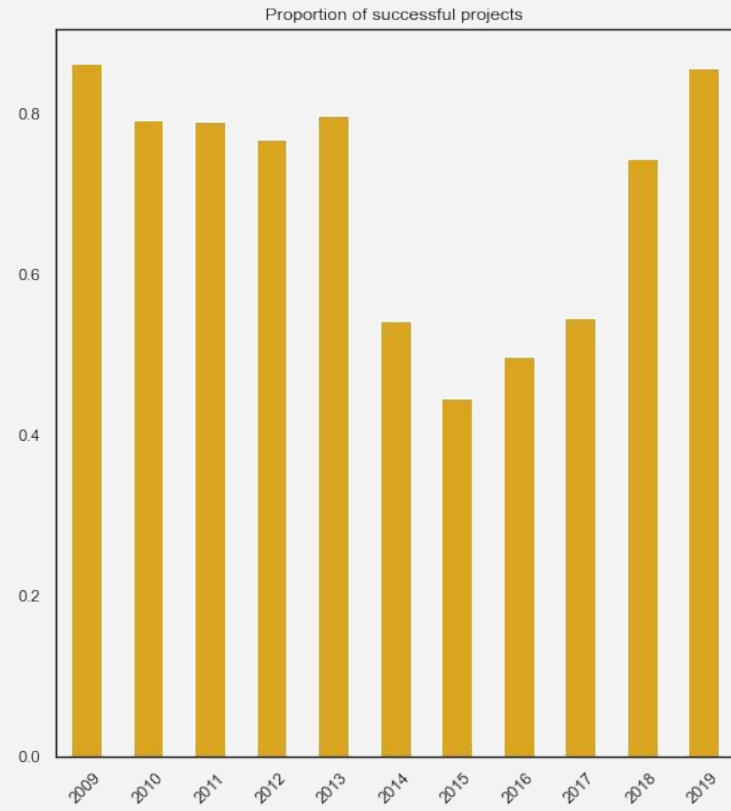
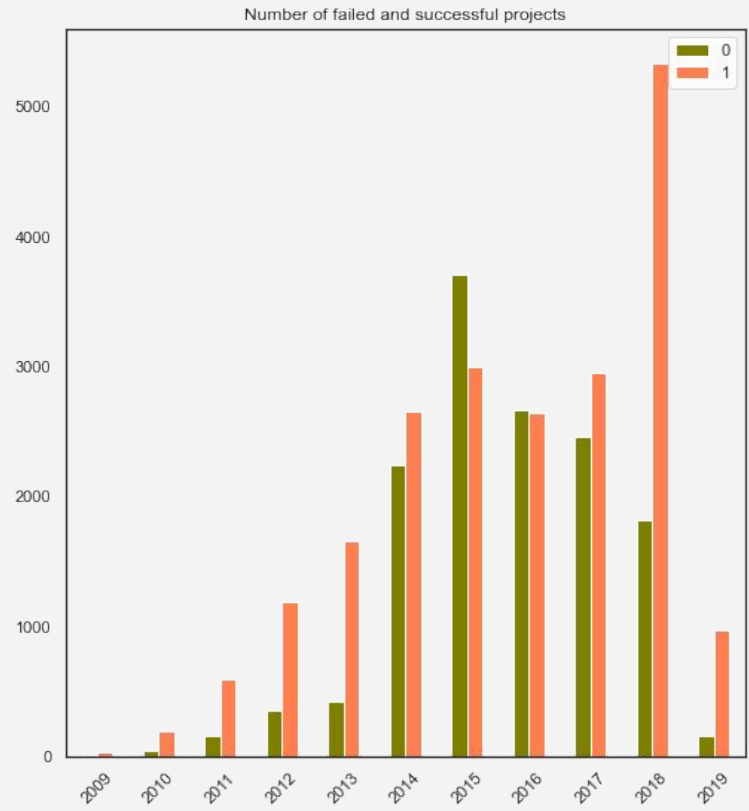
# 02 FINDINGS



02 FINDINGS

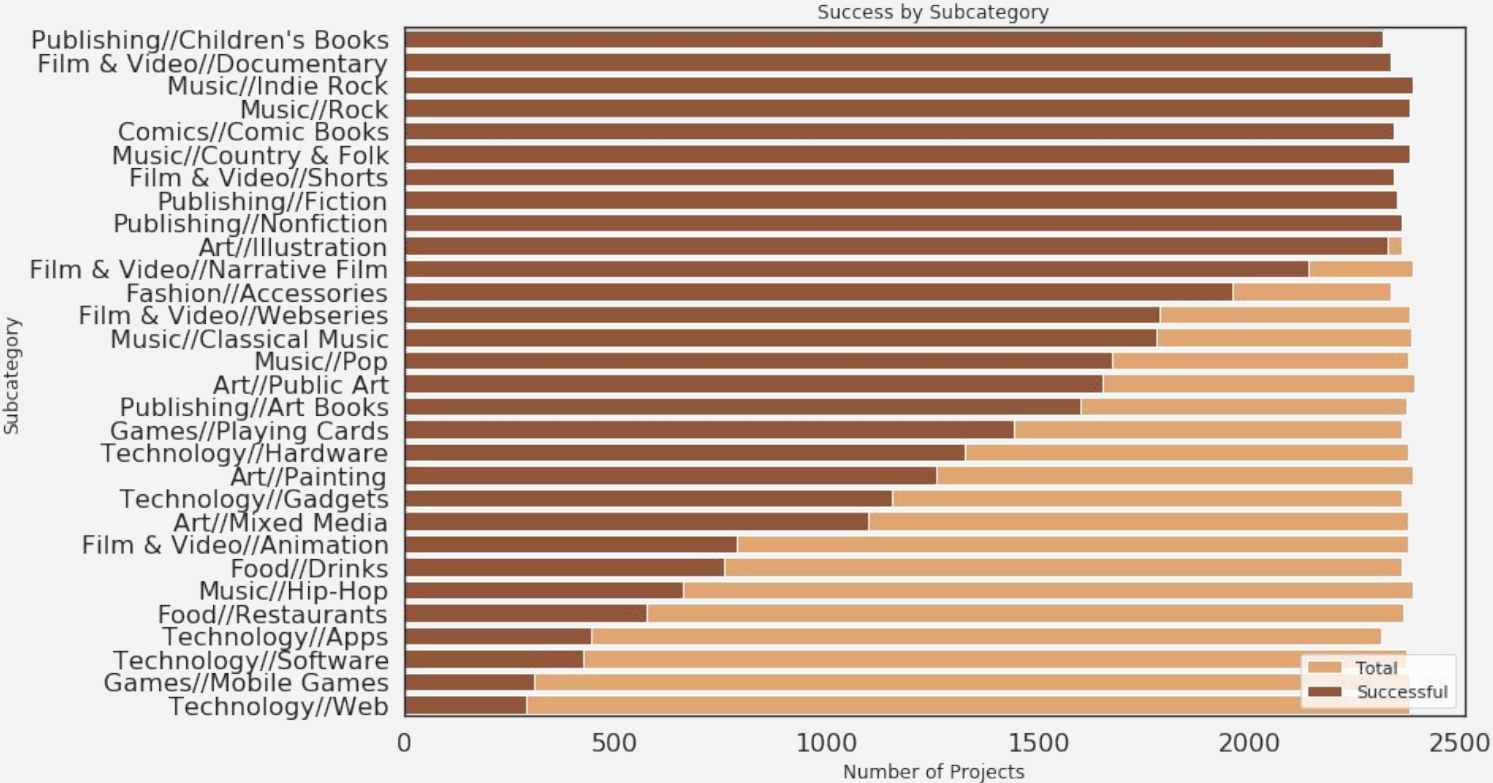


# 02 FINDINGS

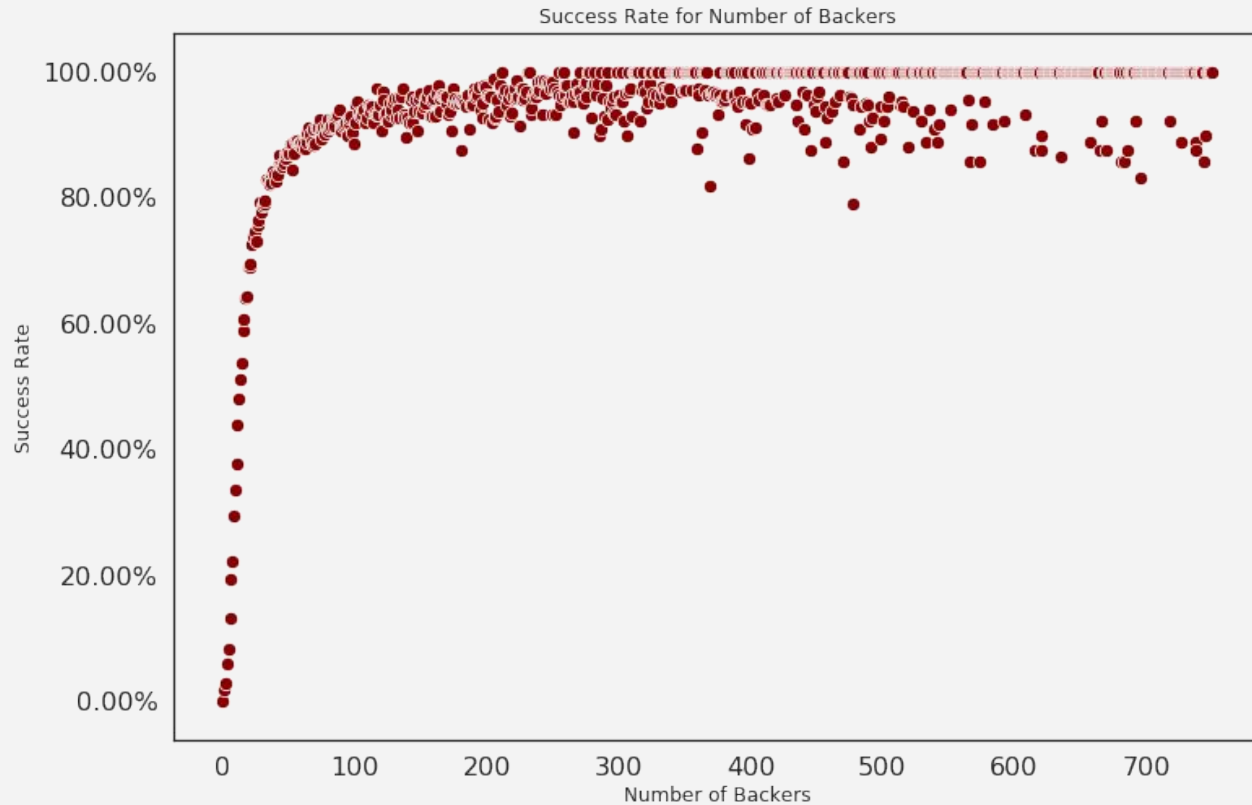


# RECOMMENDATION

# 03 RECOMMENDATIONS



## 03 RECOMMENDATIONS



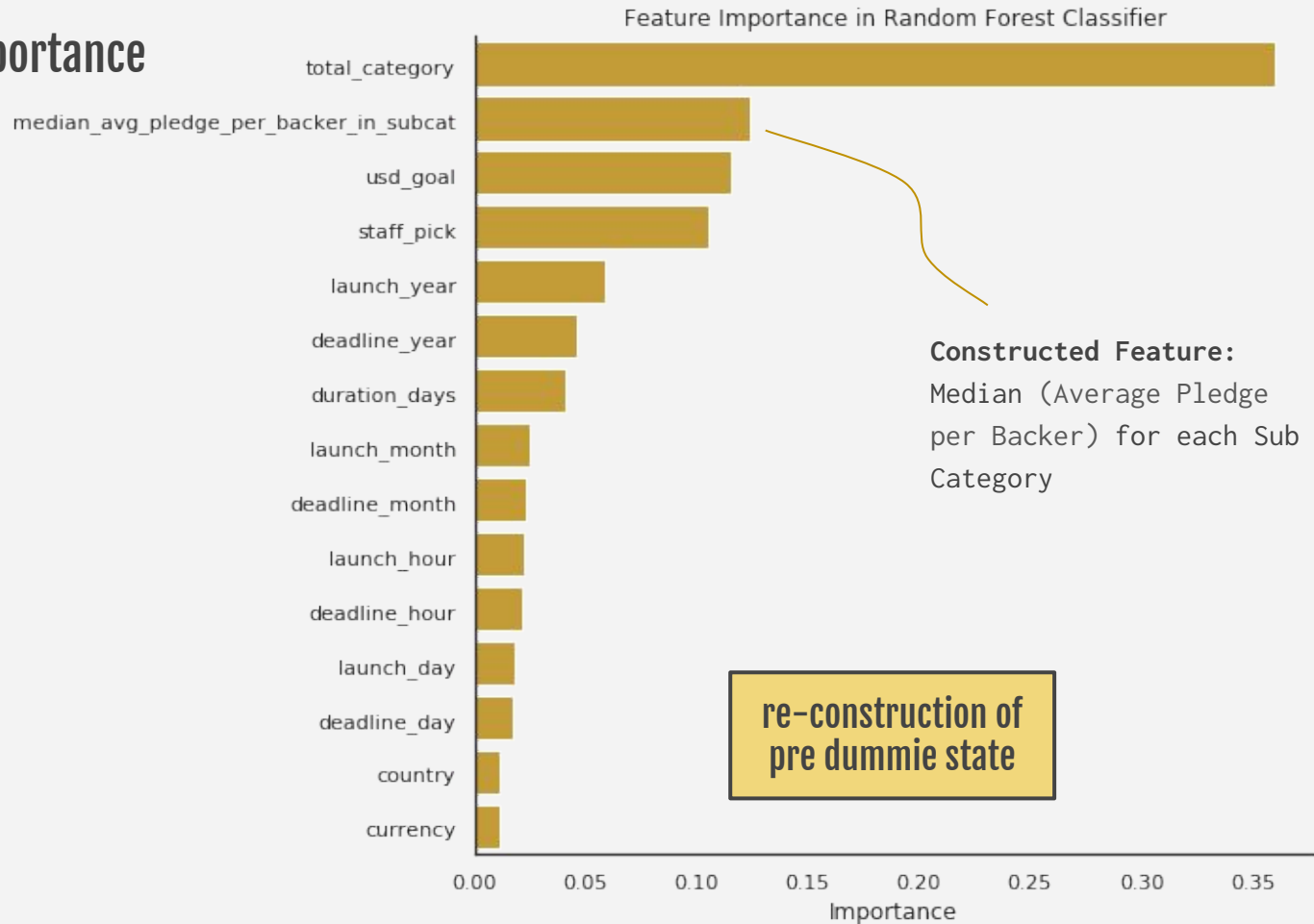


# **SUCCESS PREDICTIONS**

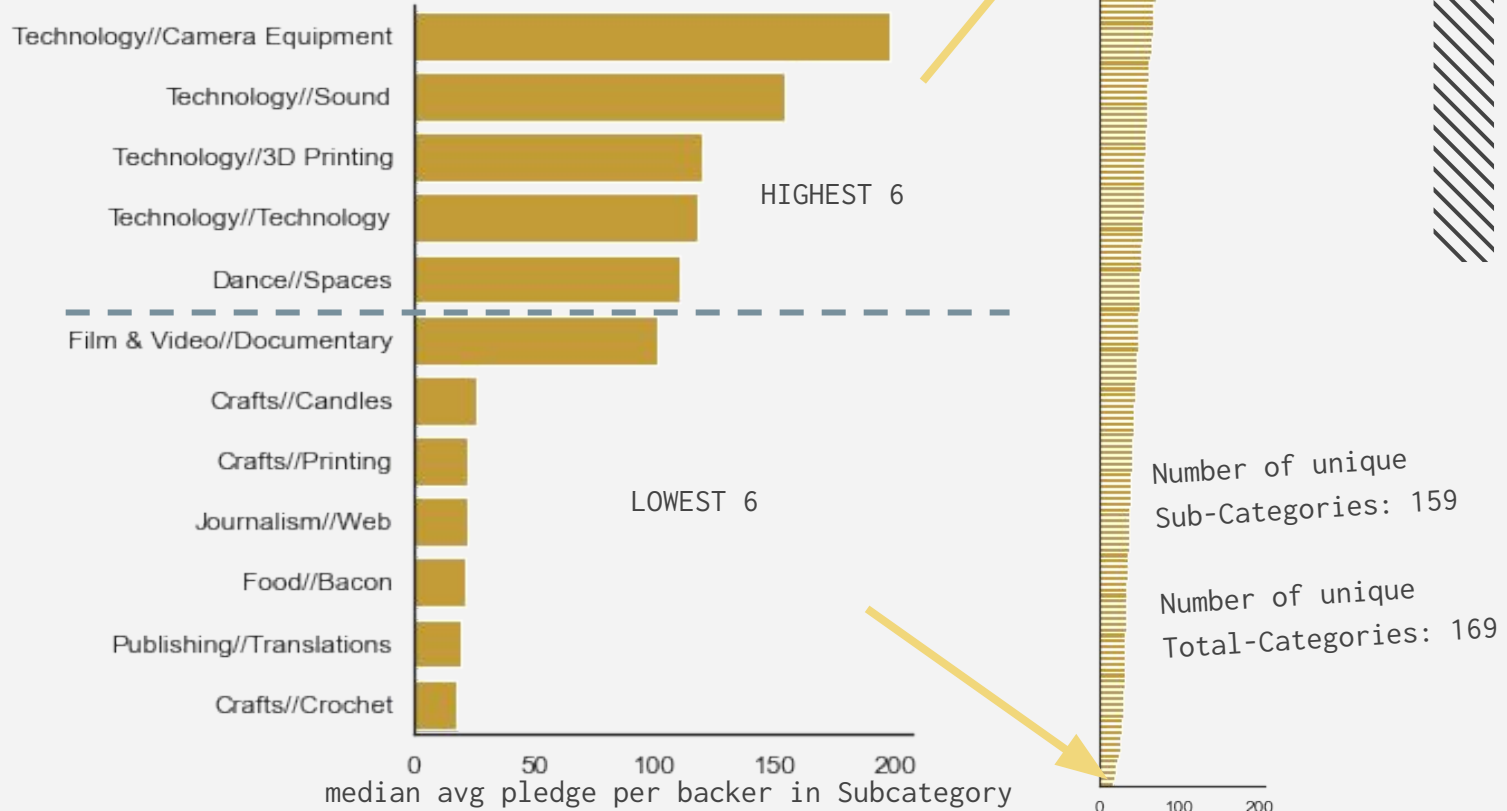
## Feature importance, 244 features



# Feature Importance



## 04 MODEL EVALUATION



## 04 MODEL EVALUATION

"118", "A tarot deck set in a post-apocalyptic world, with a gothic western style, and diverse bodies, genders, races, ages, and sexualities", {"id": 22, "name": "Illustration", "slug": "art/illustration", "position": 4, "parent\_id": 1, "color": 16, "http://www.kickstarter.com/d277", "US", "1503611269", {"slug": "pixelocult", "is\_registered": null, "chosen\_currency": null, "avatar": {"thumb": "https://ksr-ugc.imgix.net/assets/018/053/861/468a802be49f167cc66fccf12c635efe\_original.jpg?ixlib=rb-1.1.0&w=40&h=40&fit=crop&v=1533529197&auto=format&frame=1&q=92&s=1d43db4cb6cef7706a41b9b7f2a648ec", "small": "https://ksr-ugc.imgix.net/assets/018/053/861/468a802be49f167cc66fccf12c635efe\_original.jpg?ixlib=rb-1.1.0&w=160&h=160&fit=crop&v=1533529197&auto=format&frame=1&q=92&s=5f94739f6779b301d05152150fe328f1", "medium": "https://ksr-ugc.imgix.net/assets/018/053/861/468a802be49f167cc66fccf12c635efe\_original.jpg?ixlib=rb-1.1.0&w=160&h=160&fit=crop&v=1533529197&auto=format&frame=1&q=92&s=5f94739f6779b301d05152150fe328f1", "urls": {"web": {"user": "https://www.kickstarter.com/profile/pixelocult"}, "api": {"user": "https://api.kickstarter.com/v1/users/1692660189?signature=1552624358.ef165b92f0ce4b94c39c726f5911b4f2781387c"}}}, "USD", "\$", "true", "USD", "1509037488", "false", "1", "5000", "789231166", "false", "1506445488", {"id": 2475687, "name": "Portland", "slug": "portland-or", "short\_name": "Portland, OR", "displayable\_name": "Portland, OR", "localized\_name": "Portland", "country": "US", "state": "OR", "type": "Town", "is\_root": false, "urls": {"web": {"discover": "https://www.kickstarter.com/discover/places/portland-or", "location": "https://www.kickstarter.com/locations/portland-or"}, "api": {"nearby\_projects": "https://api.kickstarter.com/v1/discover?signature=1552595045.662db466c3cd56e88b5b1d83c53e41a6cc5a56d&woe\_id=2475687"}}, "Sinking Wasteland 0", "project\_id": 3119580, "state": "active", "state\_changed\_at": 1509039095, "name": "Sinking Wasteland Tarot", "blurb": "A tarot deck set in a post-apocalyptic world, with a gothic western style, and diverse bodies, genders, races, and sexualities.", "background\_color": "000000", "text\_color": "ffffff", "link\_background\_color": "ffffff", "link\_text\_color": "000000", "link\_text": "pixelocult.com", "link\_url": "http://pixelocult.com/sinkingwastelandtarot/index.html", "show\_feature\_image": false, "background\_image\_opacity": 0.8, "should\_show\_feature\_image\_section": true, "feature\_image\_attributes": {"image\_urls": {"default": "https://ksr-ugc.imgix.net/assets/018/372/122/737f47a1d6d0bf6e26ead95e4ca645a0\_original.JPG?ixlib=rb-1.1.0&crop=faces&w=1552&h=873&fit=crop&v=1505706573&auto=format&frame=1&q=92&s=3a51e9c6d0287414347580f40cfa5a37", "baseball\_card": "https://ksr-ugc.imgix.net/assets/018/372/122/737f47a1d6d0bf6e26ead95e4ca645a0\_original.JPG?ixlib=rb-1.1.0&crop=faces&w=560&h=315&fit=crop&v=1505706573&auto=format&frame=1&q=92&s=4b3eb440788968fd97d4aeb9c69945"}}, "sinking-wasteland-tarot", "https://www.kickstarter.com/discover/categories/art/illustration", "tr

Best performing model:

Random Forest

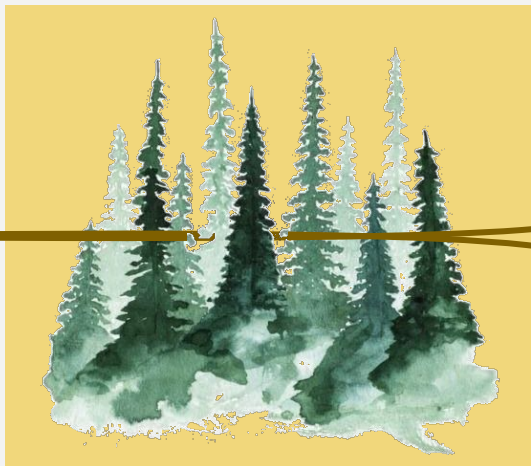
f1\_score: 0.812

accuracy: 0.823

precision: 0.867

recall\_score: 0.764

roc\_auc\_score: 0.823

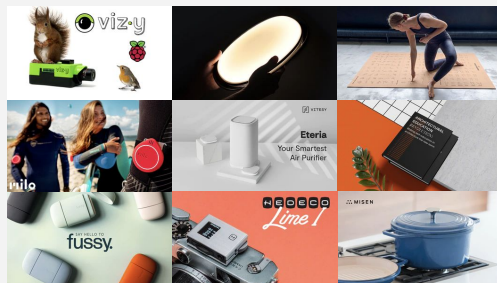
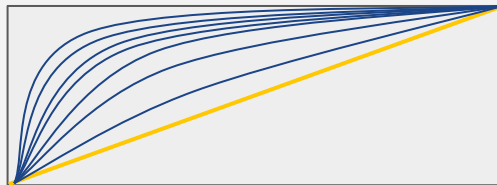
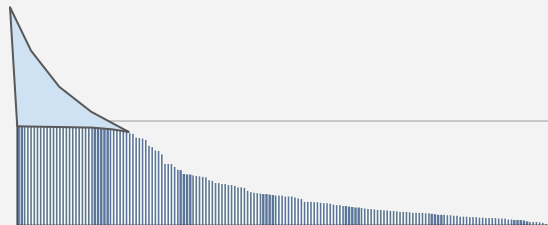


SUCCESS

FAILED

# **FUTURE WORK**

## 05 FUTURE WORK



## Low Hanging

**Full-data-view**, we are looking at roughly 45% of the potential data.

Investigating **ROC curves** to visually compare different models and improve upon them.

## High Hanging

Pictures for many campaigns are available. Do their colors and displayed objects correlate with success?



**WOULD YOUR PREDICT  
SUCCESS OR FAILURE?**





ASKED FOR \$7,000.  
GOT \$ 46,000.  
IN 2016.



vor 6 Tagen

Pandemic? More like PANdemic, amirite?

FINISH OUR PANS, MAN.

Or, you know, give me my money back.

**END**