

Kickstarter Crowdfunding Success

Background

- Financing a business has been one of the biggest challenges for new entrepreneurs.
- Crowdfunding has been an option that entrepreneurs have turned to.
- It is a way of raising many small amounts from a large number of people.

Background

- Kickstarter is a global crowdfunding platform and has received more than \$3.3 billion dollars pledged to its projects.
- It uses an “All-or-Nothing” approach, meaning projects only get funded when campaigns reach their goals.

Client

- Entrepreneurs and individuals who have turned to crowdfunding to fund their endeavors

Problem

- How can anyone increase their chance of getting funded?

Description of Data

- 2 datasets
 - `most_backed.csv` - for 4000 most backed projects
 - `live.csv` - for 4000 current projects

Description of Data

- most backed dataset contains the following data:

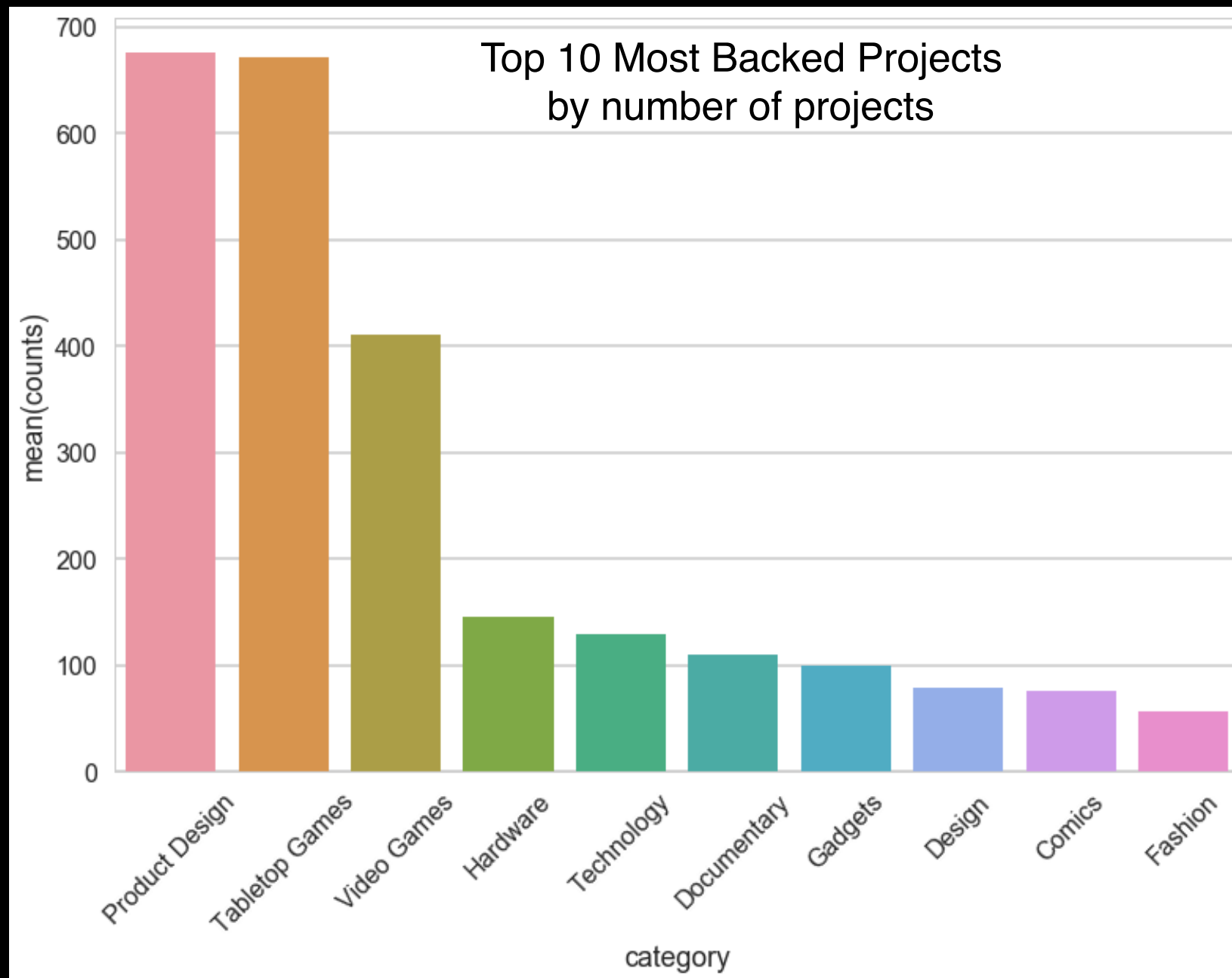
amt.pledged	total amount pledged to the project
blurb	description of project
by	name of creator
category	
currency	
goal	funding goal
location	
num.backers	total backers of the project
num.backers.tier	total backers per pledge tier
pledge.tier	tiers of pledge amounts
title	
url	

Description of Data

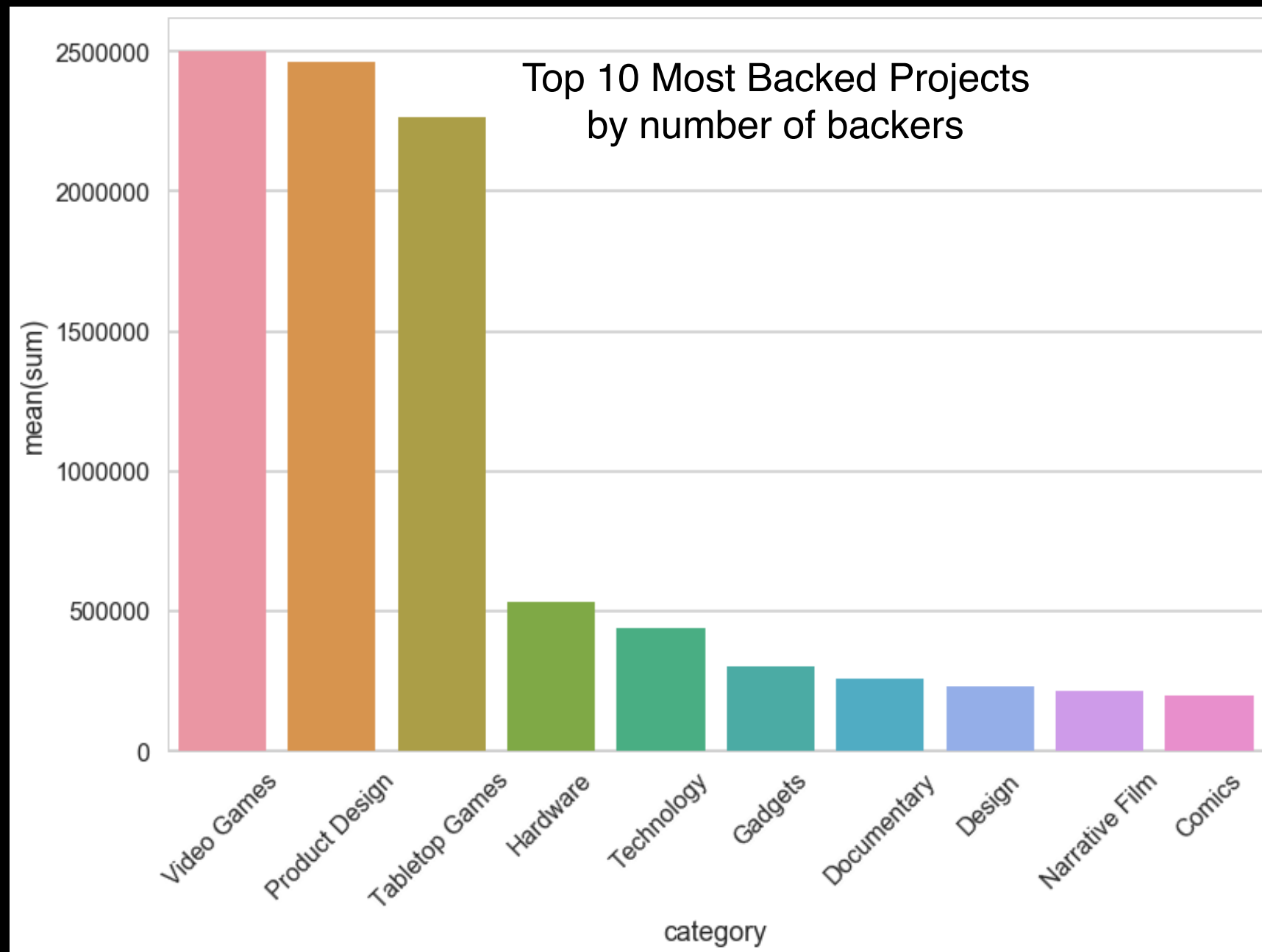
- live dataset contains the following data:

amt.pledged	total amount pledged to the project
blurb	description of project
by	name of creator
country	
currency	
end.time	end date and time for campaign
location	
percentage.funded	percent funded on goal
state	state data from location
title	
type	town, county, etc.
url	

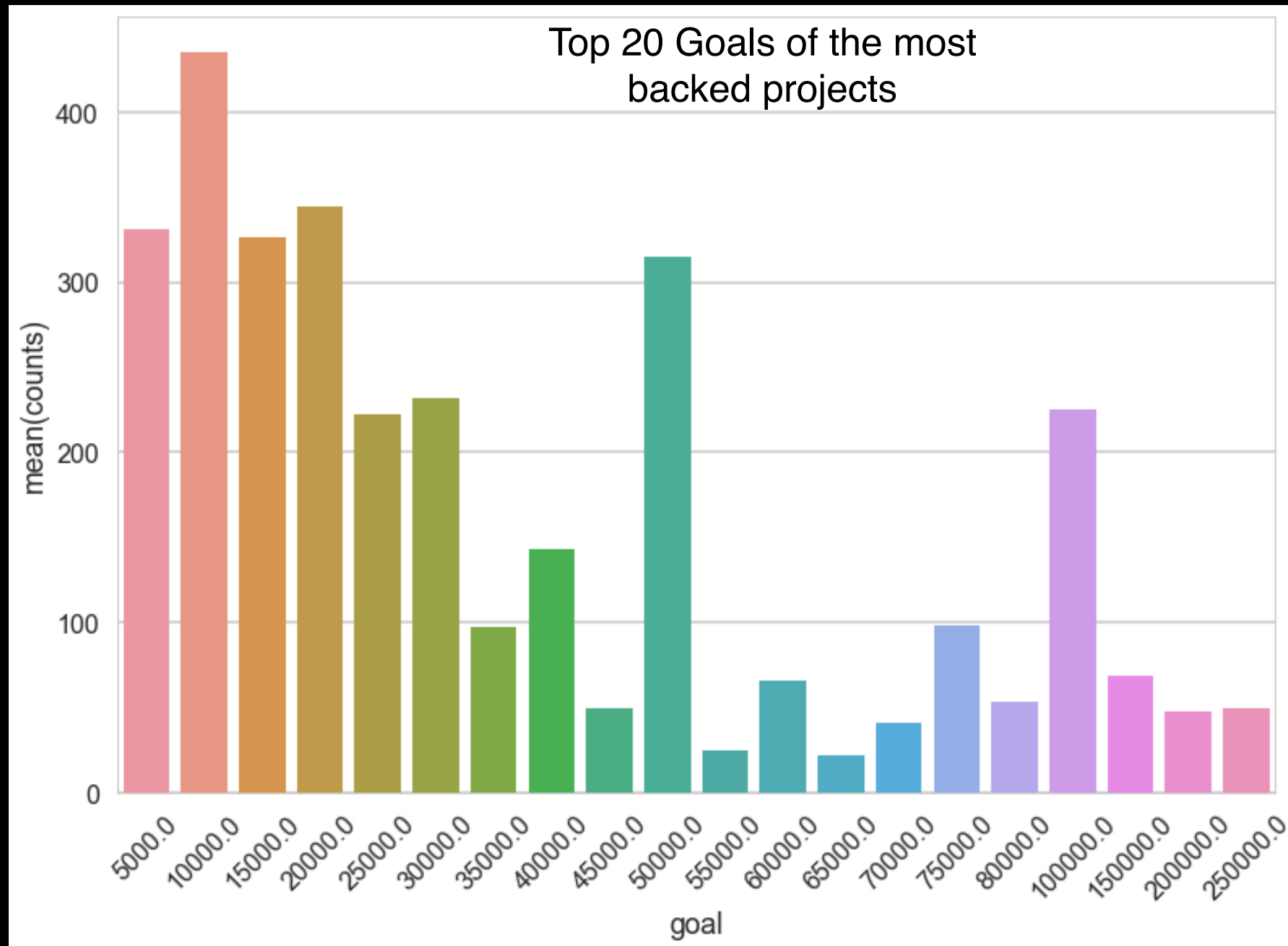
Data Visualization



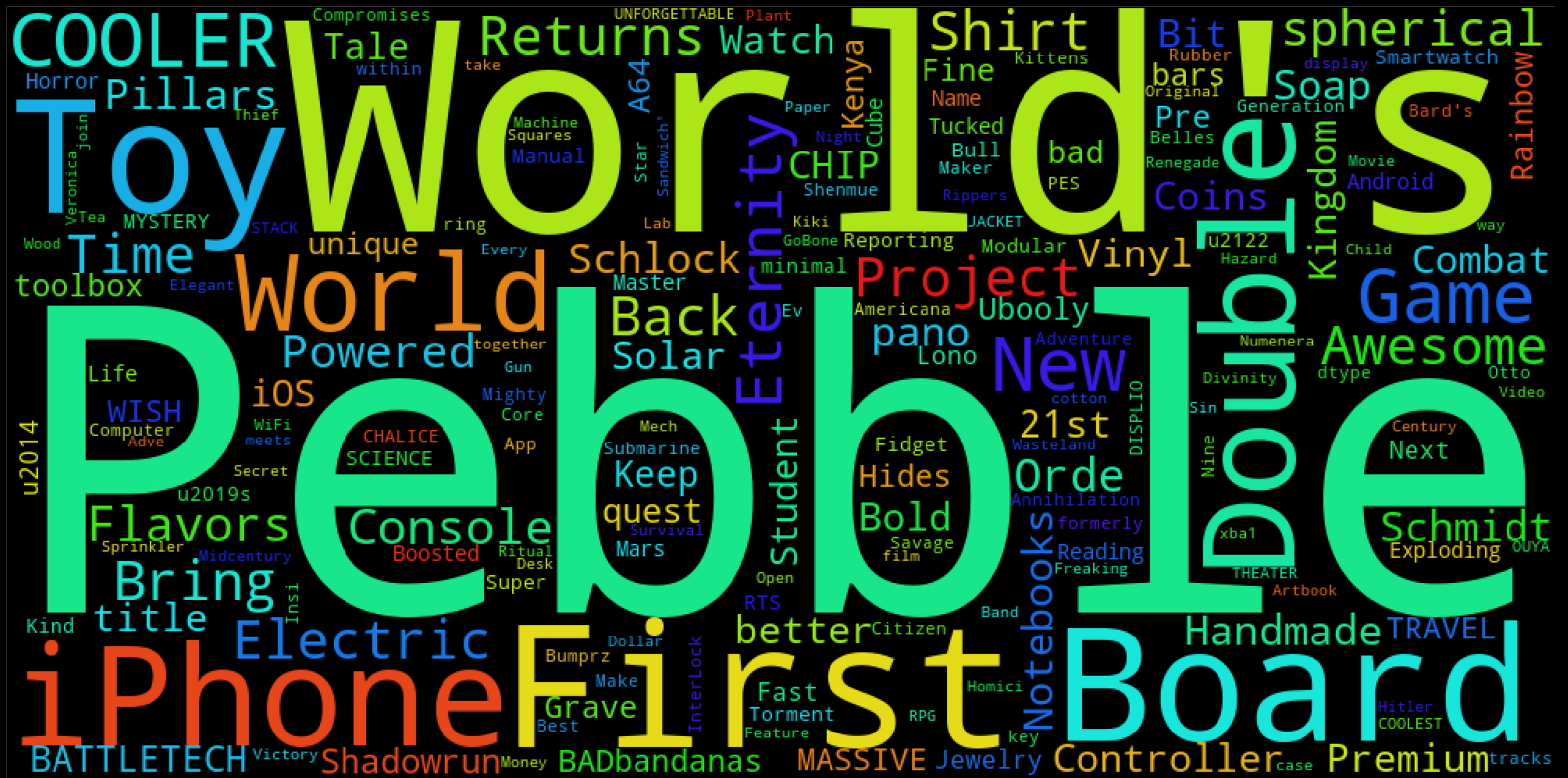
Data Visualization



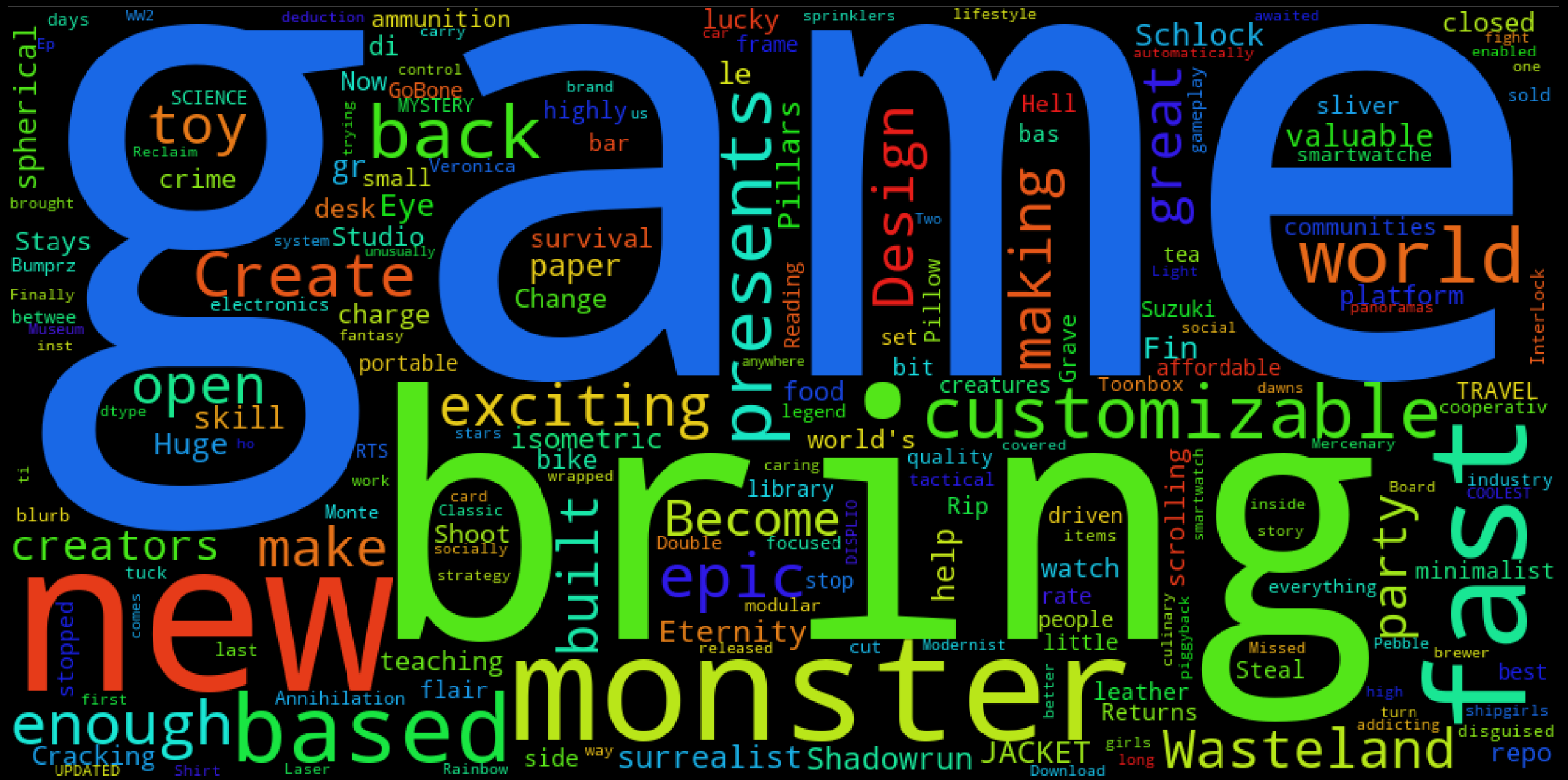
Data Visualization



Title Wordcloud



Blurb Wordcloud



Solution Steps

- Exploratory Data Analysis (EDA)
- Assumptions on the datasets were made
- Text Sentiment Analysis was used to predict kickstarter success

Results

- Lower goals have higher chances of success
- Certain categories are backed by a lot more people
- Text sentiment analysis can be used to build a predictive model but it would best be used on socially gathered data

*these results were based on the data and assumed to be representative of the entire population

Recommendations

- Set two goals: a real goal and a Kickstarter goal
- Select crowdfunding platform based on where target market is
- Take advantage of social media to create a bandwagon effect on pledges

Suggestions

- Turn blurb into a word vector to be used in building a predictive model
- Gather more data such as videos and product descriptions
- Use sentiment analysis on the reception of campaigns on social media
- Include time of launch and goals for machine learning
- Scrape the web for current data
- Use one hot encoding for category, location or days