

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 pledge 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:

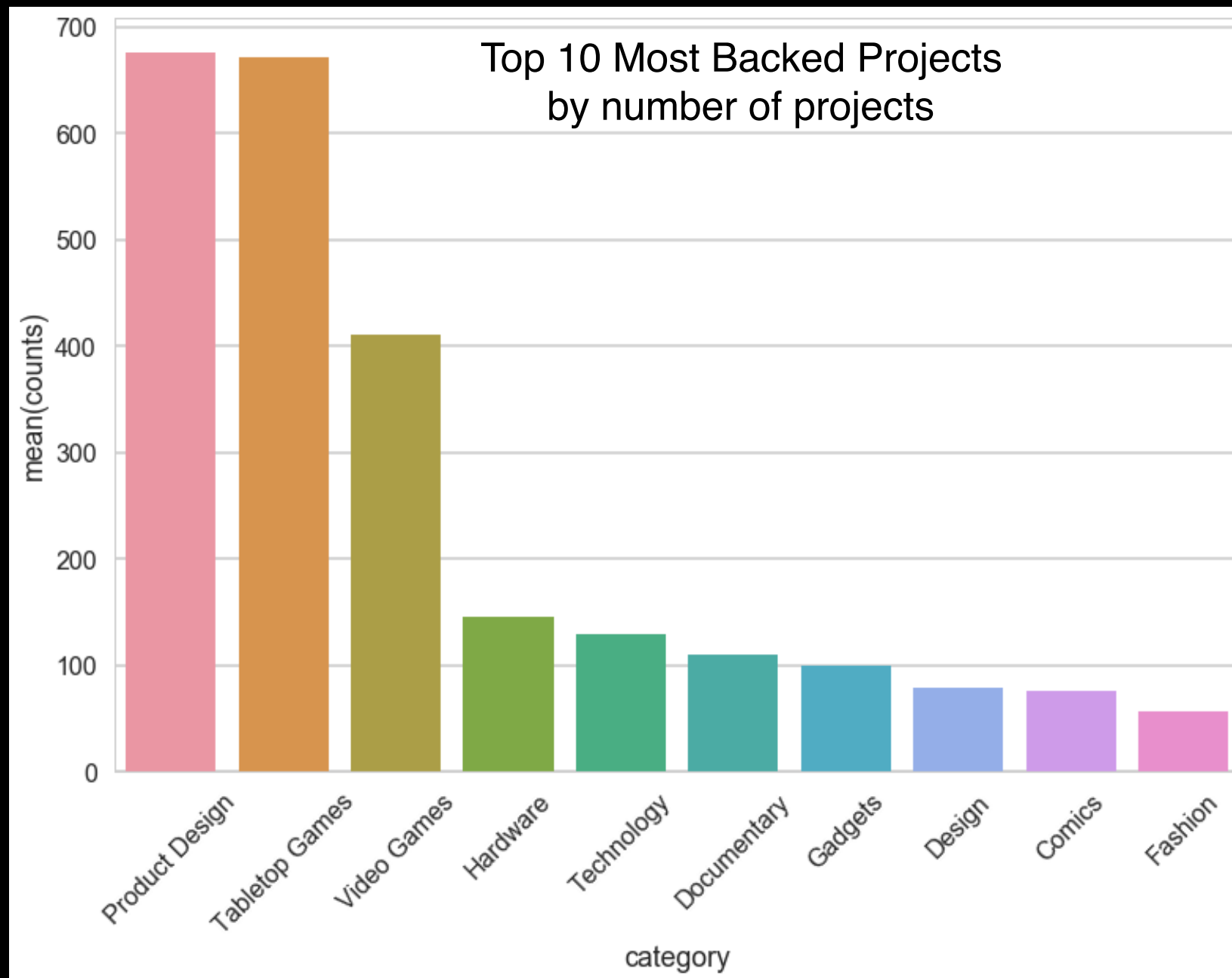
| | |
|------------------|-------------------------------------|
| amt.pledged | total amount pledged to the project |
| blurb | description of project |
| by | name of creator |
| category | |
| currency | |
| goal | funding goal |
| location | |
| num.backers | total backers of the project |
| num.backers.tier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

Description of Data

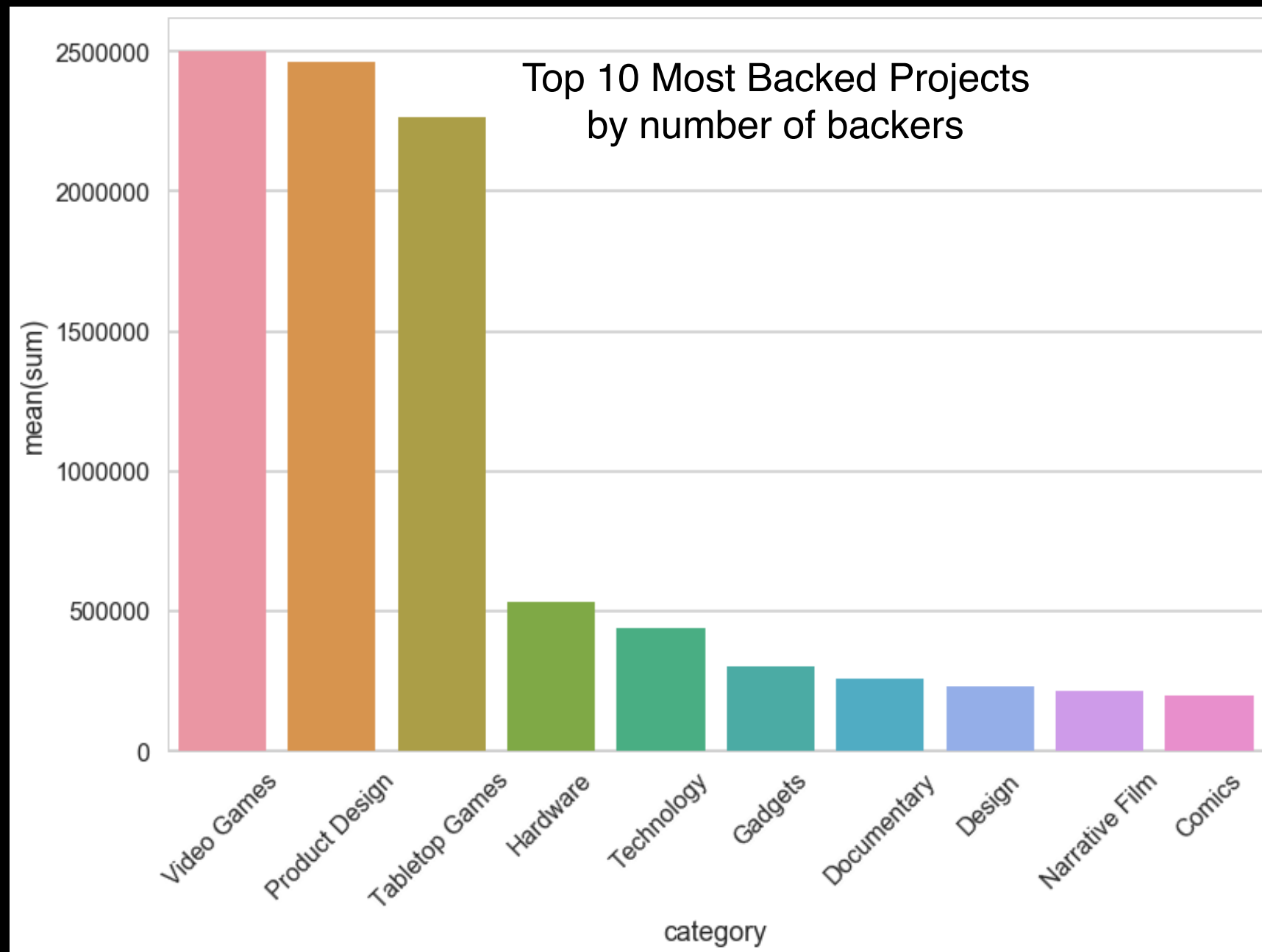
- live dataset contains the following data:

| | |
|-------------------|-------------------------------------|
| 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 | |

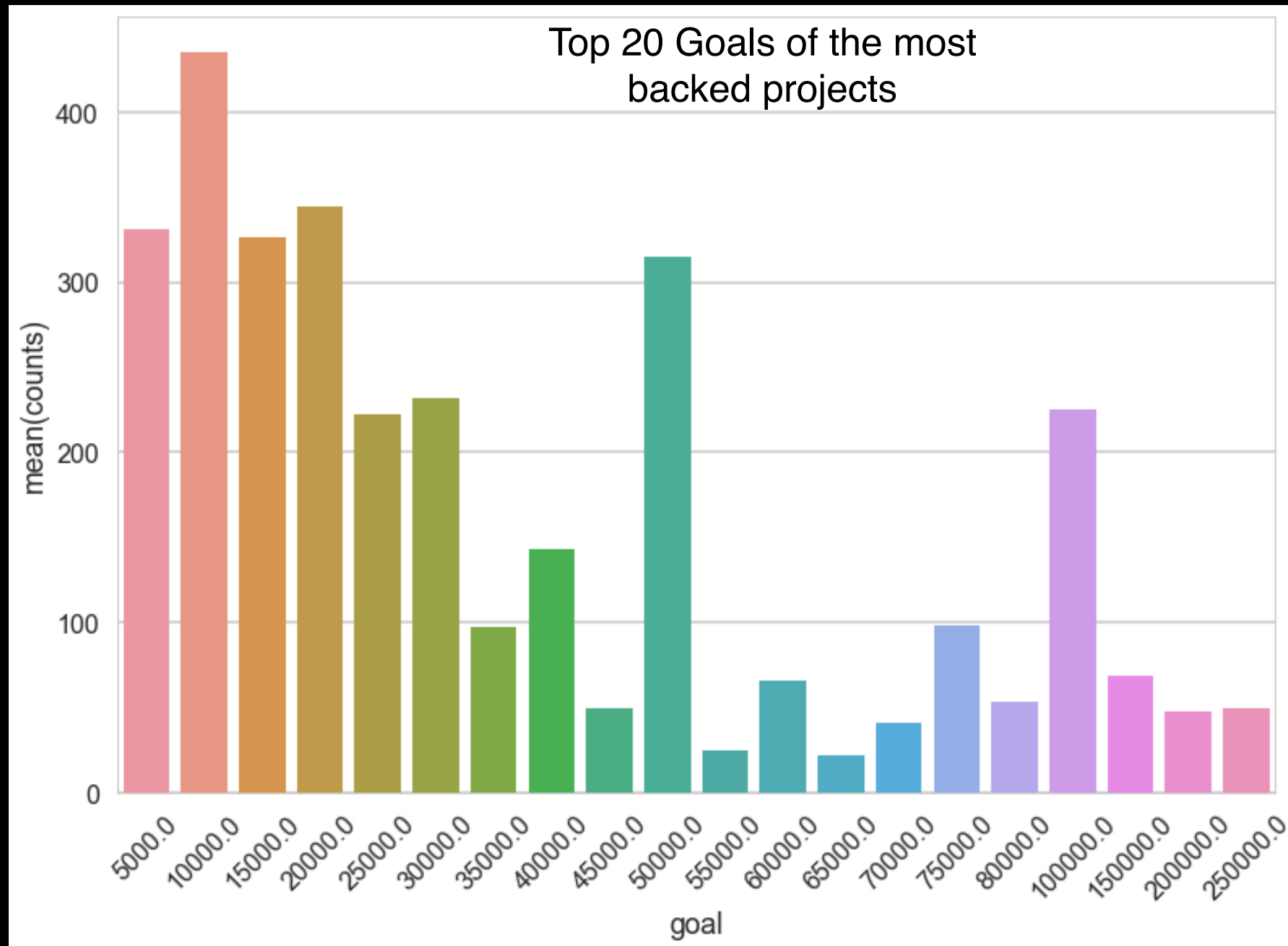
Data Visualization



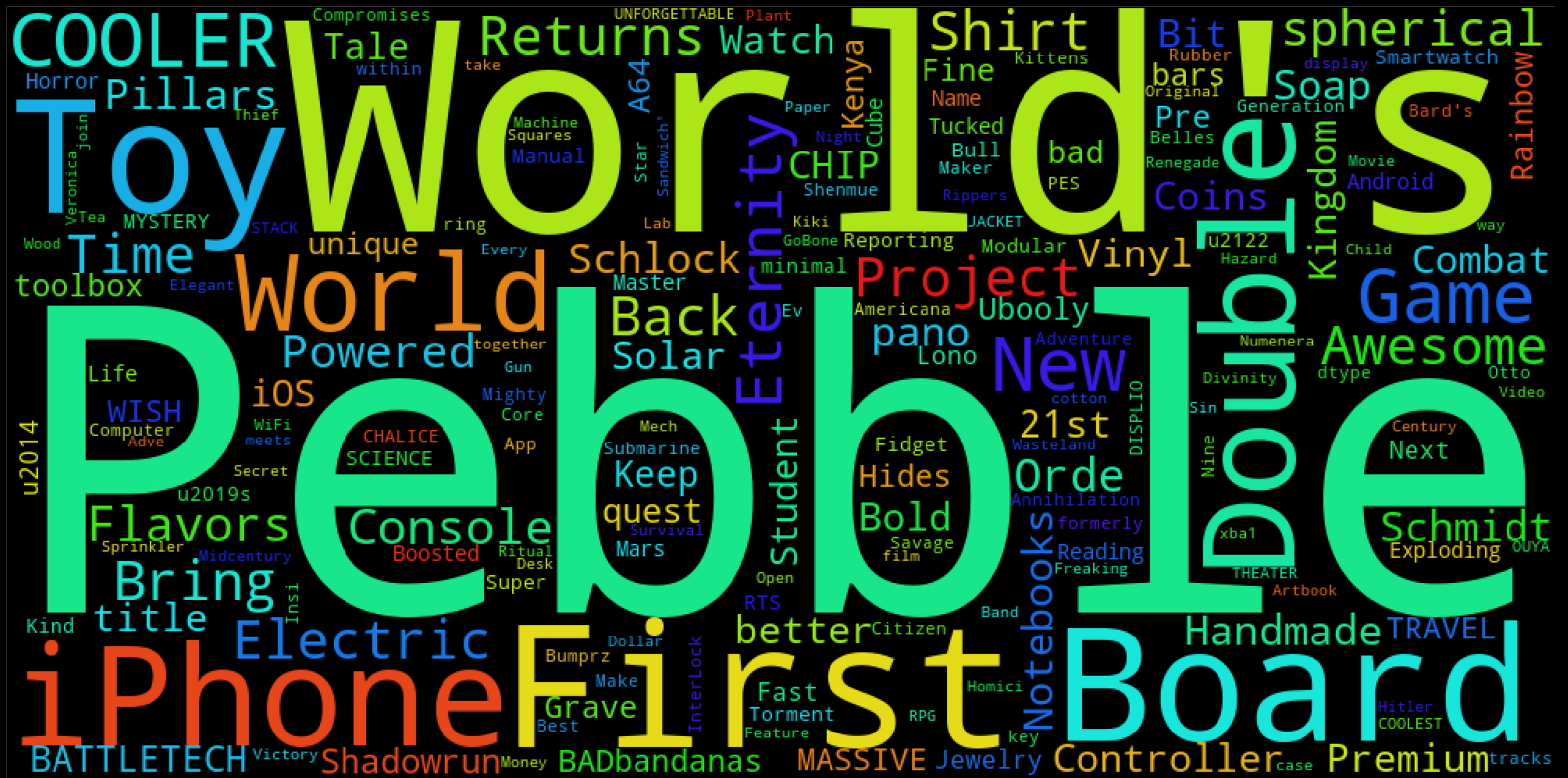
Data Visualization



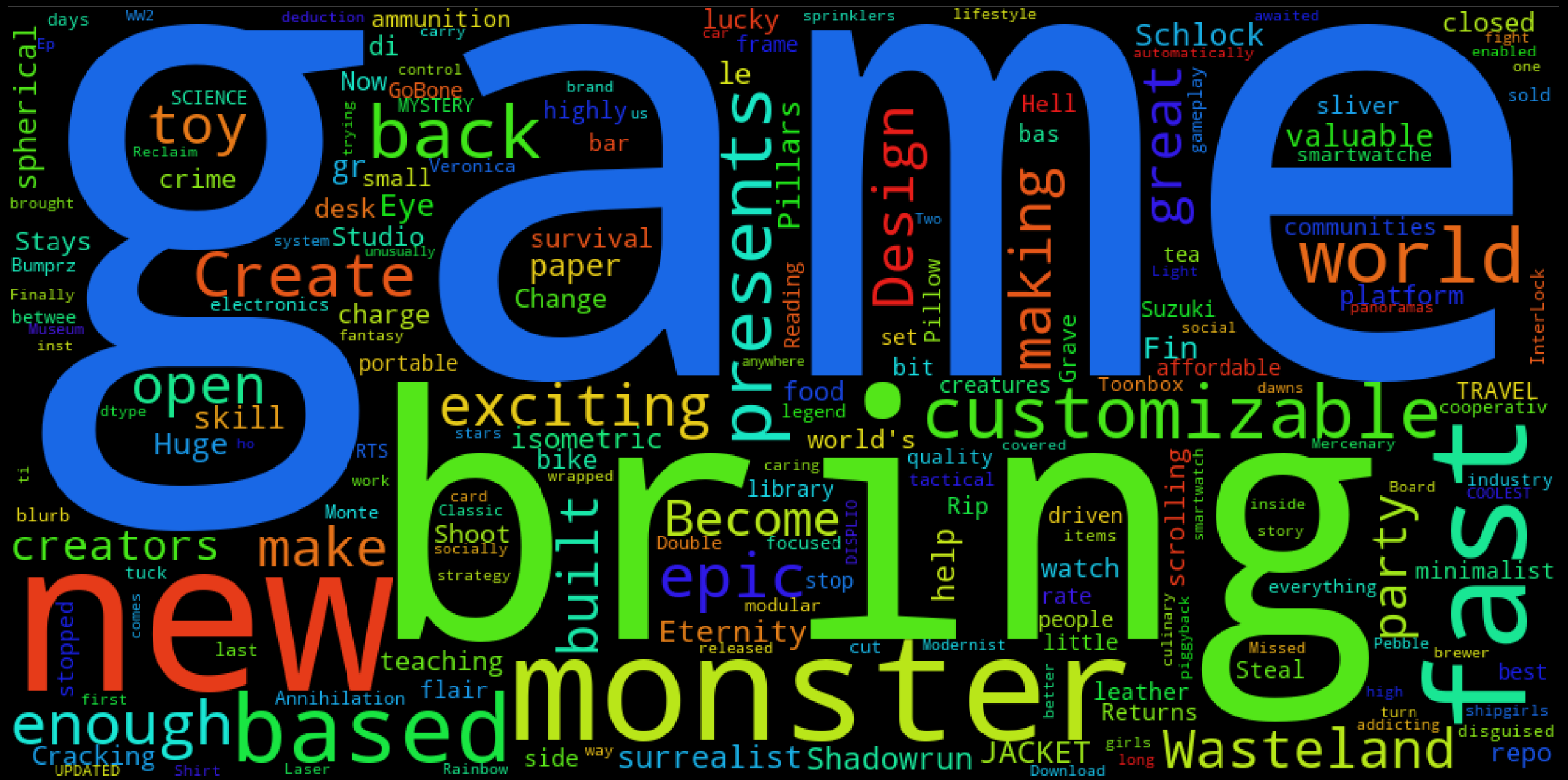
Data Visualization



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 lead 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

*this 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 their 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