

Coderoos



---

## KICKSTARTER

Project Success - Analysis and Prediction

Created by: Simon Lau  
Manuel Klein

11/22/2019

» neue fische  
School and Pool for Digital Talent

Note that we were supposed to come up with a groupname. The name “Coderoos” is purely fictional and has no affiliation with any possible real life company.



"I'm starting a Kickstarter campaign to  
fund a rival to Kickstarter."

# Table of Contents

---

1. Problem Statement
2. Business Value
3. Methodology
4. Factors for Success
5. Prediction
6. Recommendations
7. Future Work
8. Appendix



<https://www.vectorstock.com/royalty-free-vector/cartoon-library-bookshelf-vector-16148052>

# Manuel Klein

---

- Founder of Coderoos
- Data Scientist
- Consultant
- Industrial Engineer (M.Sc.)



# Simon Lau

---

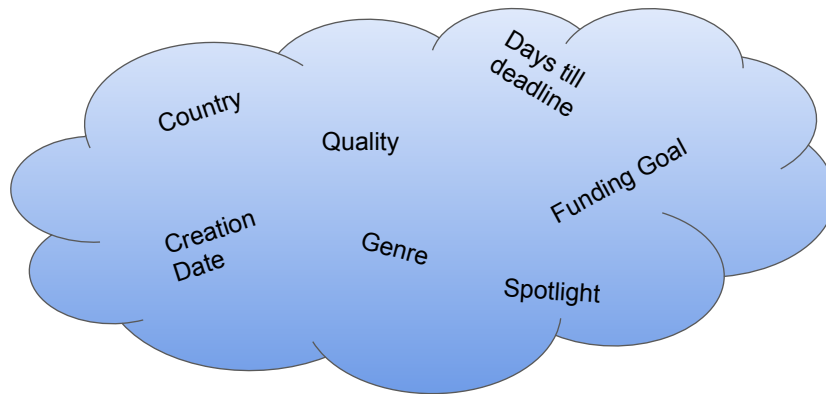
- Founder of Coderoos
- Data Scientist
- Masters degree in Mathematics
  - Focus on discrete mathematics and graph theory



# Problem Statement

---

What are the major influencing factors for Project Success?



# Business Value

---

For project owners:

- Probability of project success
- Features for a successful project



# Business Value

---

For pledgers:

- Identify if a project is promising
- When to pledge?

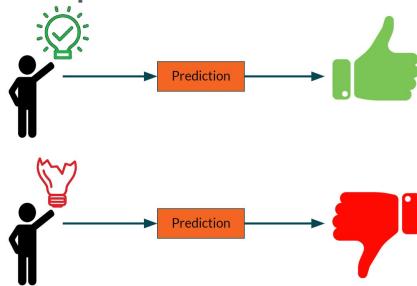




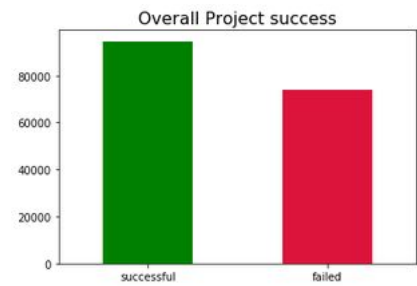
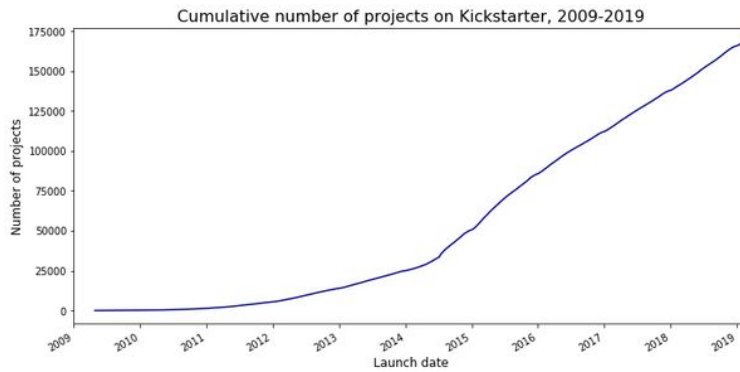
# Methodology

---

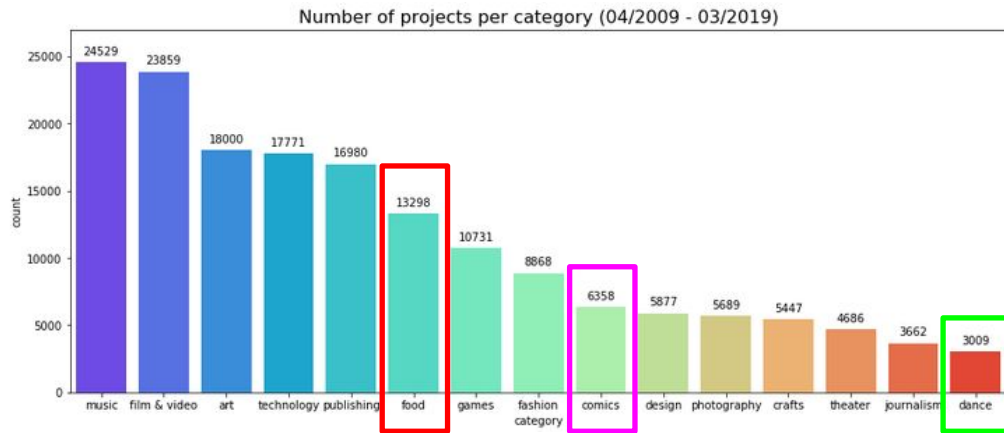
- Analysis of the web scraped Data
  - > 200,000 projects, 37 features
- Prediction with multiple classification models



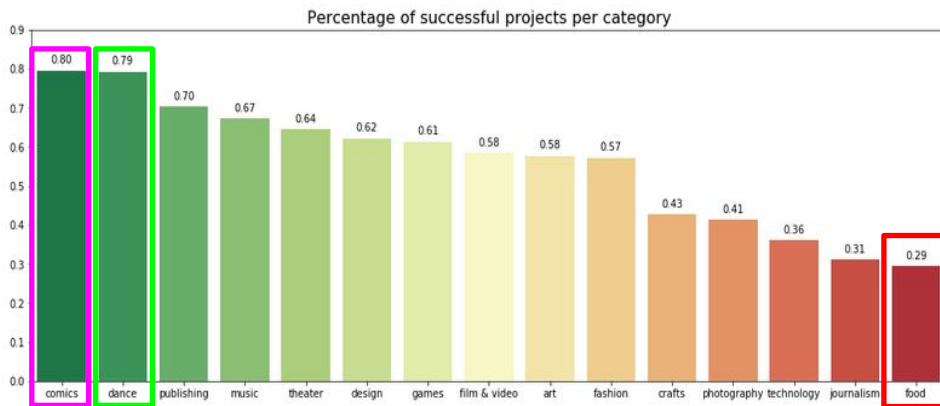
# Business Introduction



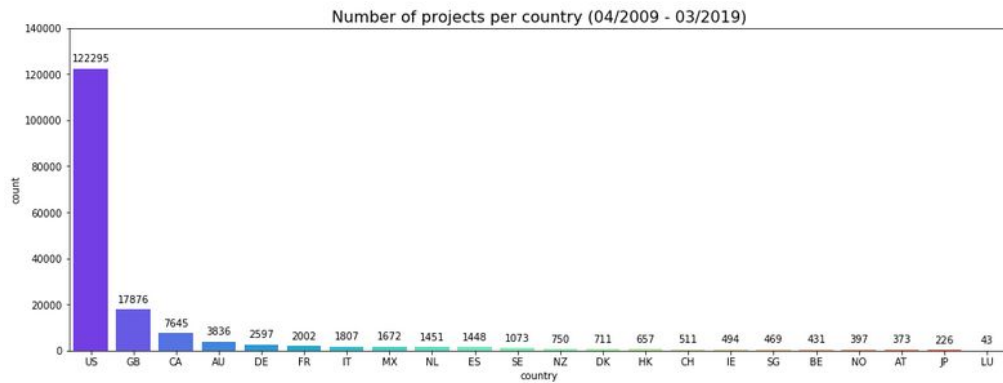
# Success Factor 1: Categories



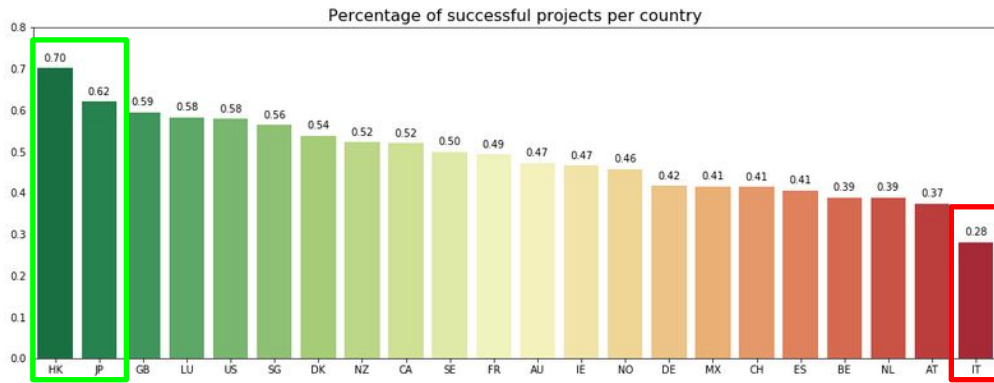
# Success Factor 1: Categories



# Success Factor 2: Countries

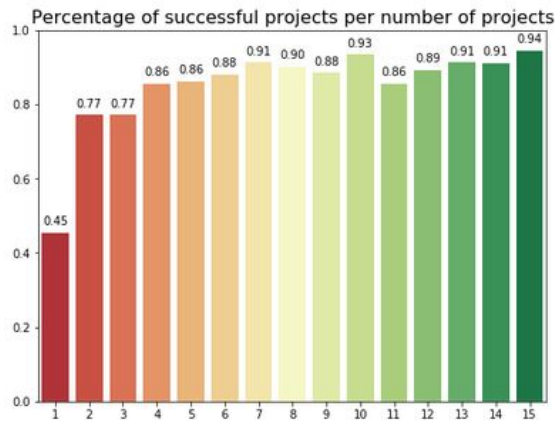


## Success Factor 2: Countries

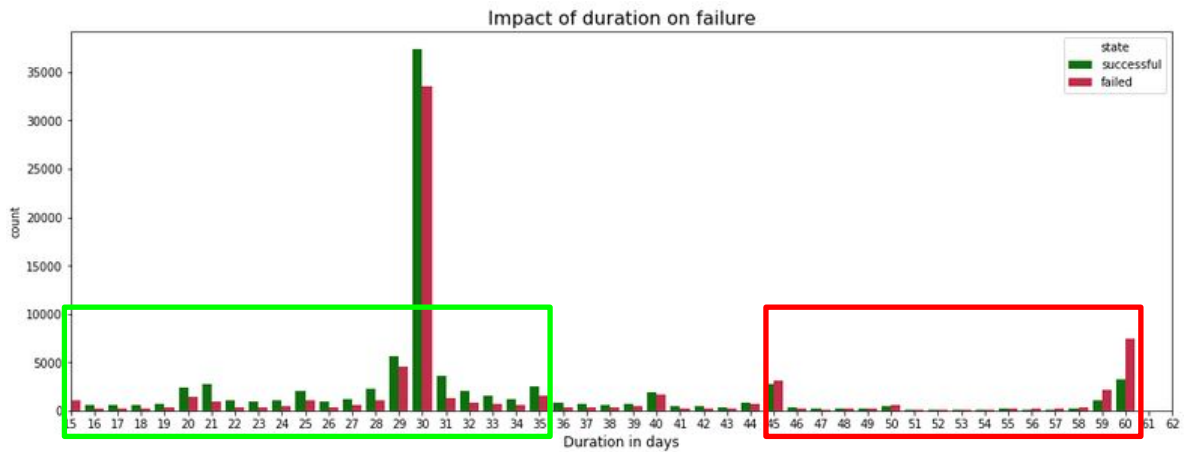


# Success Factor 3: No. of projects

---



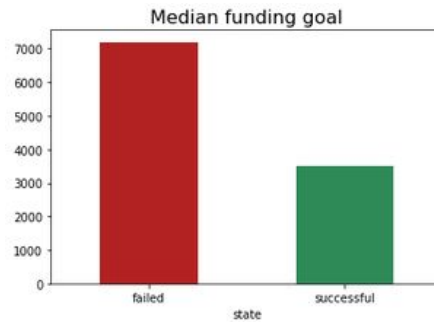
# Success Factor 4: Duration





# Success Factor 5: Funding goal

---



# Prediction

---

Accuracy: 84%

(number of correct predictions)

Precision: 84% up to 87%

(correctly predicted success)



84 % prediction with a normal random forest, 86% with a random forest with PCA and GridSearch (loooong), and 87%precision for XGBoost

# Recommendations

---

## Optimizing success for project owners:

- Small and short projects tend to do better
- Creative categories
- Technical categories don't do well ( Avoid )
- Get the quality up so staff spotlights you

# Recommendations

---

## How to identify promising projects as a pledger:

sorry Italy

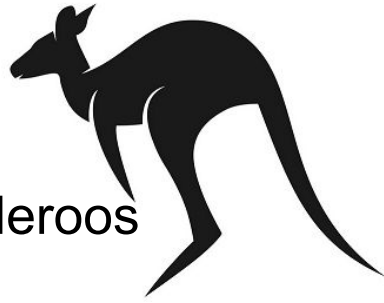
- Location: Hongkong, Japan, Great Britain (avoid Italy)
- Users with Kickstarter experience tend to be more successful
- realistic funding goal
- Not too long duration for funding

# Future Work

---

- Get more data
- Further data analysis:
  - Name and description of projects
  - Timeframes
- Analyse market trends

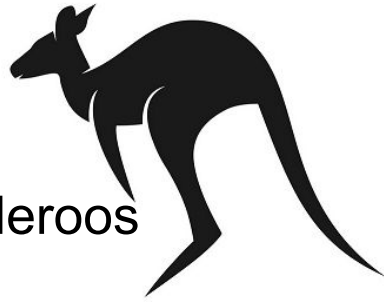
Coderoos



---

# Questions?

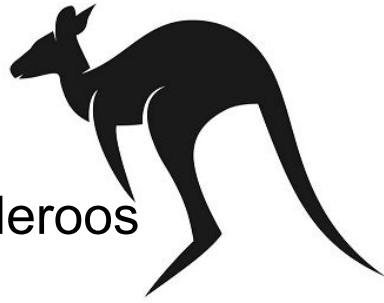
Coderoos



---

# Thank you!

Coderoos



---

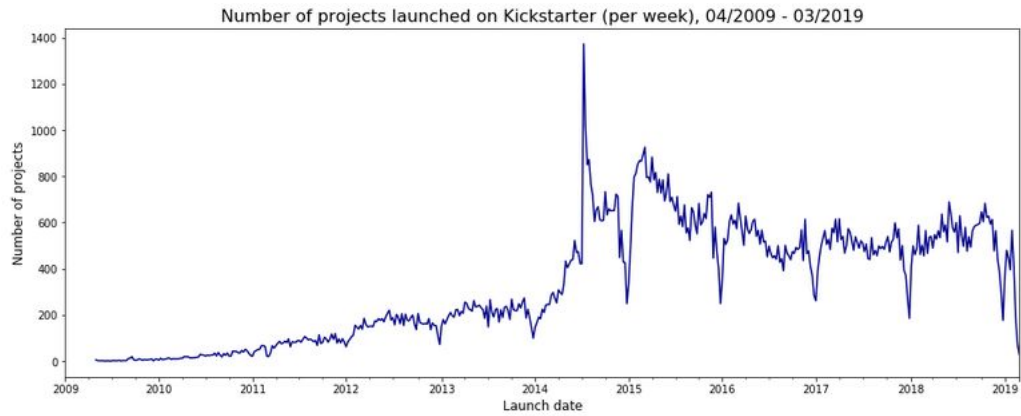
# Appendix

A1

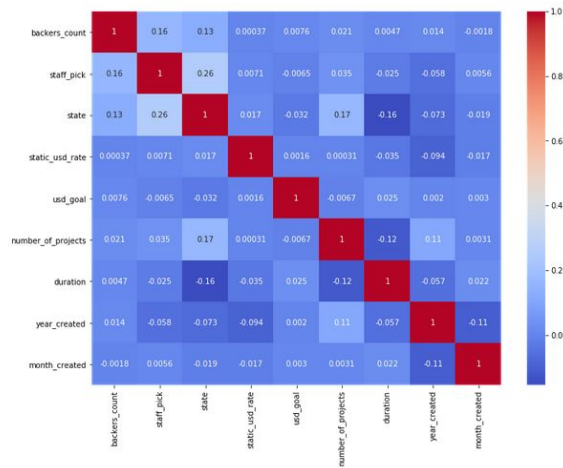


# Appendix

---



# Appendix



# Appendix

---

Most important features used in the classification models:

- staff\_pick
- usd\_rate
- usd\_goal
- duration
- number of projects
- categories