



Coderoos

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# KICKSTARTER

Project Success - Analysis and Prediction

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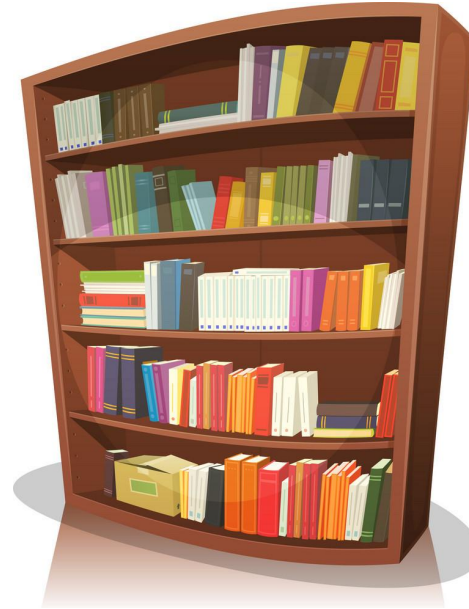


"I'm starting a Kickstarter campaign to  
fund a rival to Kickstarter."

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# Manuel Klein

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



# Simon Lau

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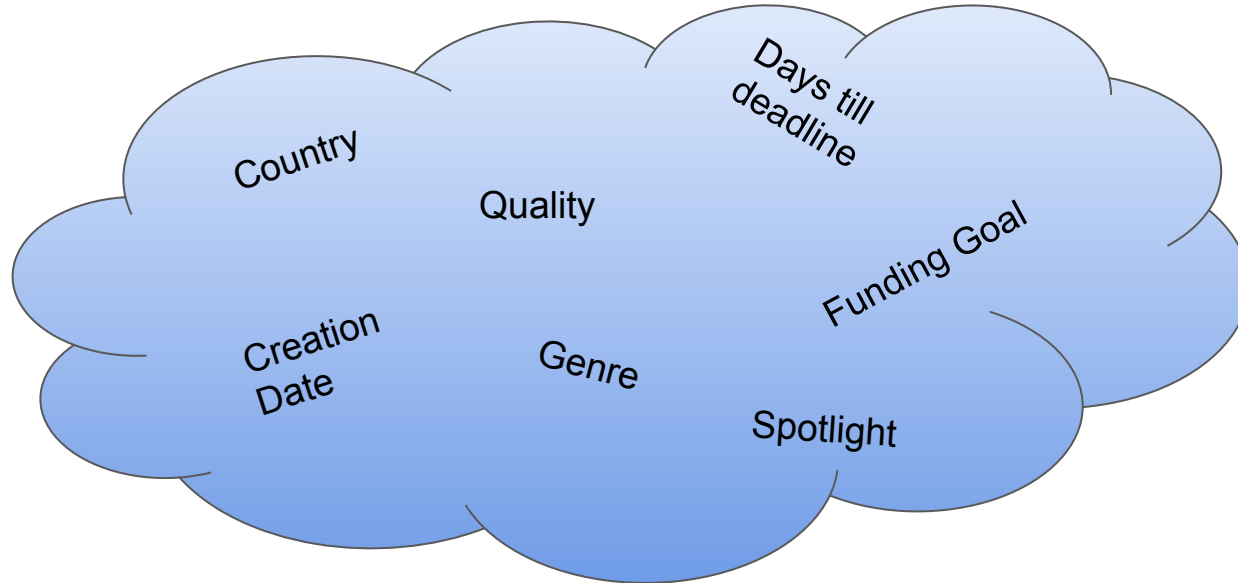
- Founder of Coderoos
- Data Scientist
- Masters degree in Mathematics
  - Focus on discrete mathematics and graph theory



# Problem Statement

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What are the major influencing factors for Project Success?



# Business Value

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For project owners:

- Probability of project success
- Features for a successful project



# Business Value

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For pledgers:

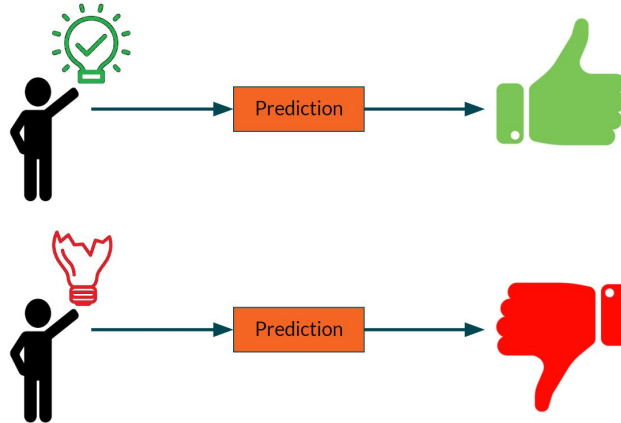
- Identify if a project is promising
- When to pledge?



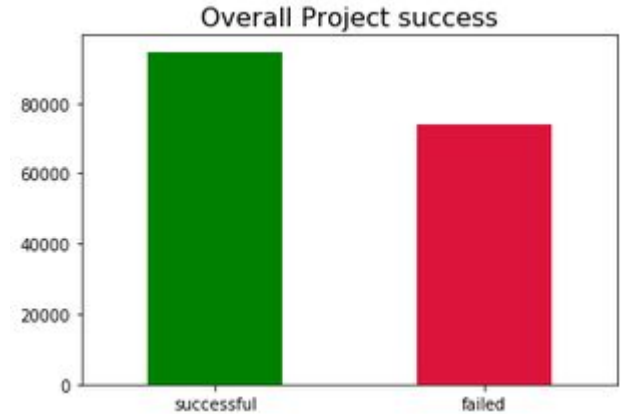
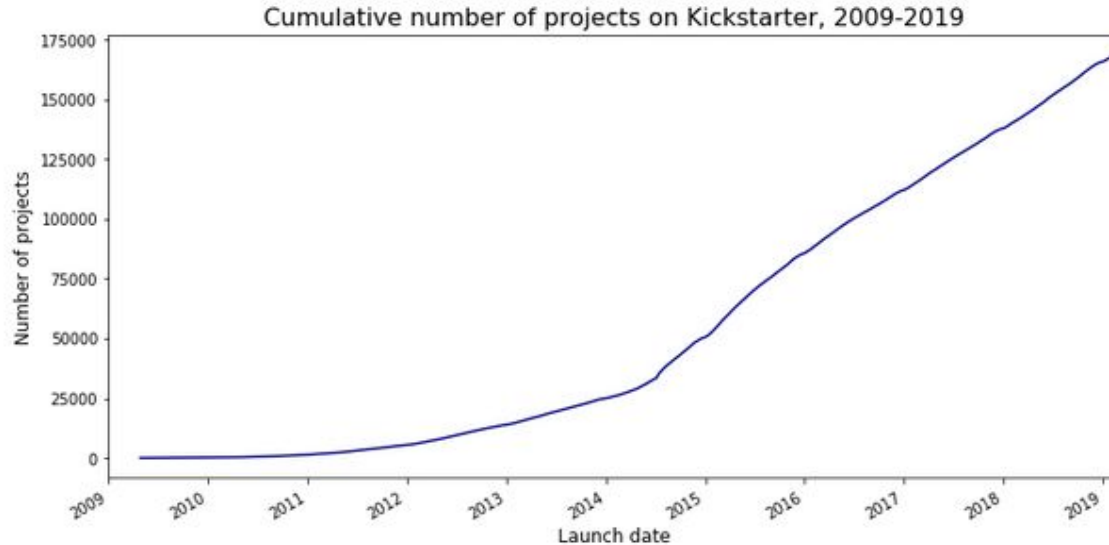


# Methodology

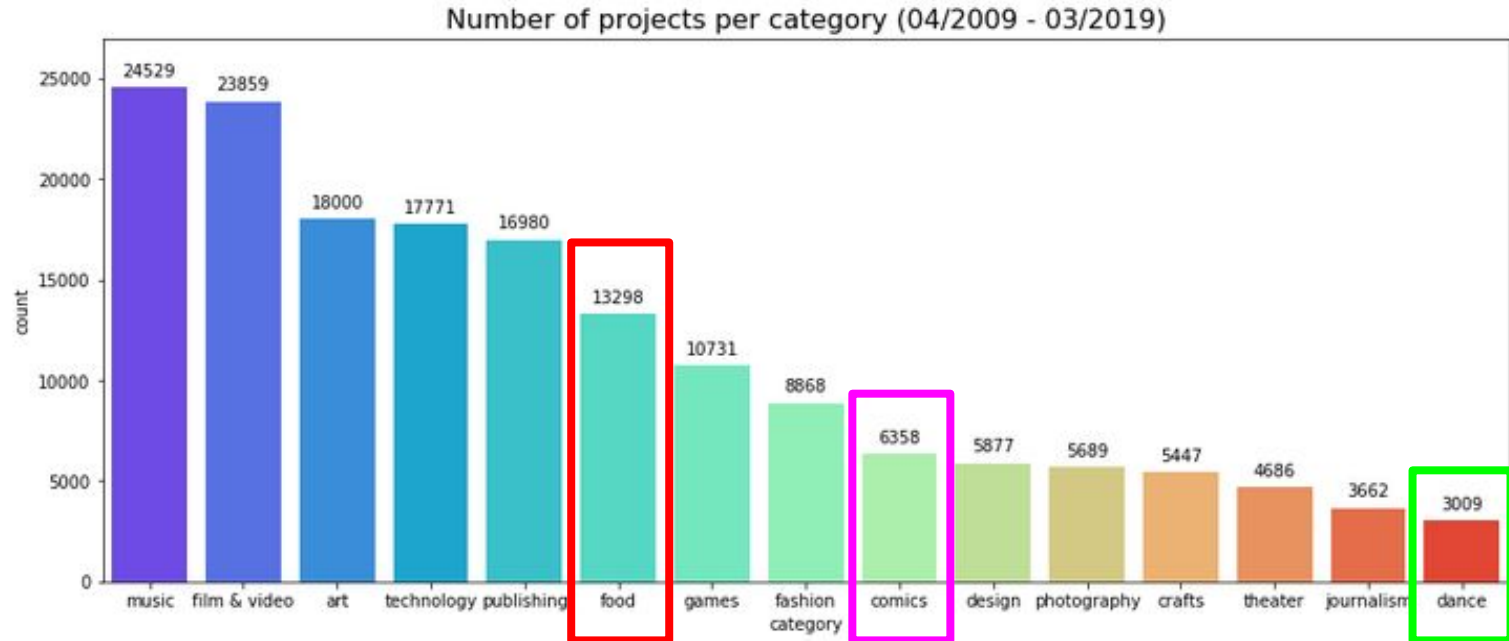
- Analysis of the web scraped Data
  - > 200,000 projects, 37 features
- Prediction with multiple classification models



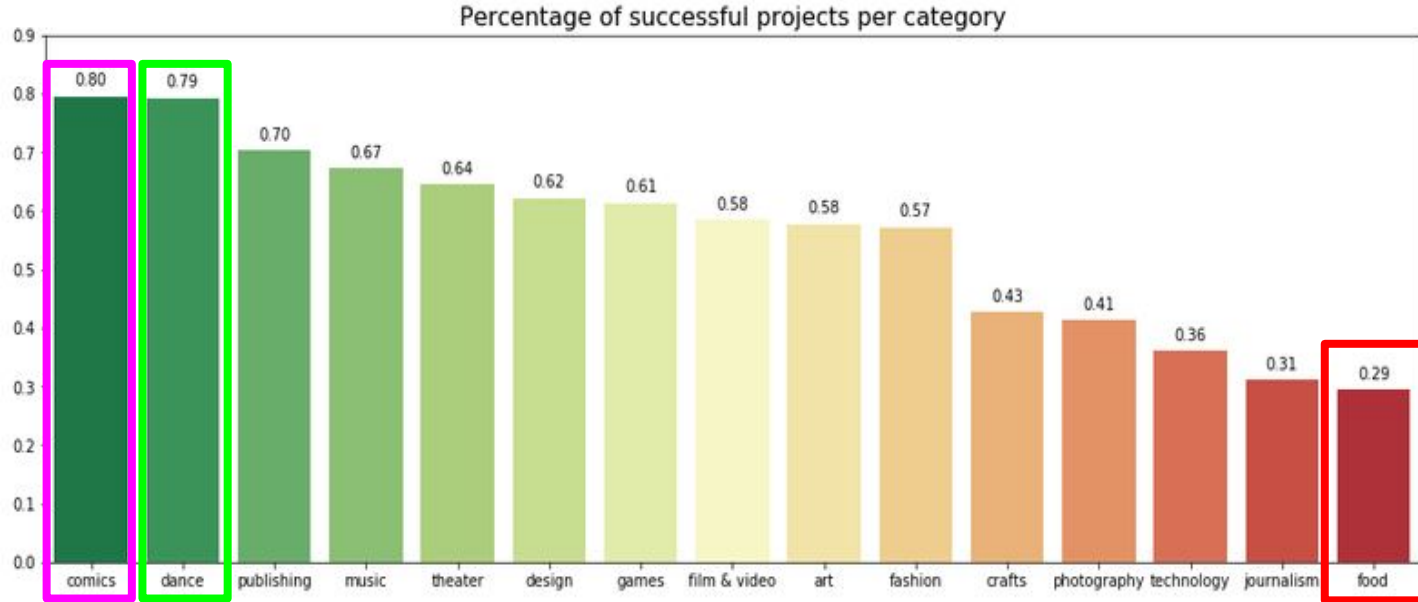
# Business Introduction



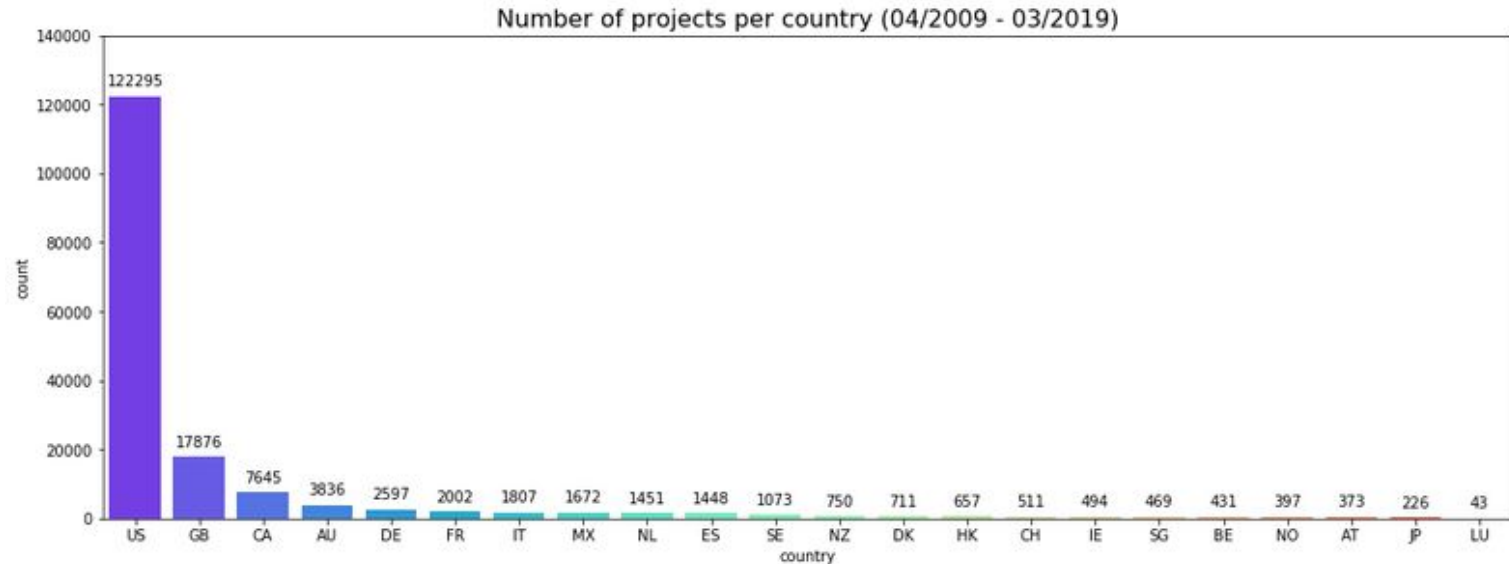
# Success Factor 1: Categories



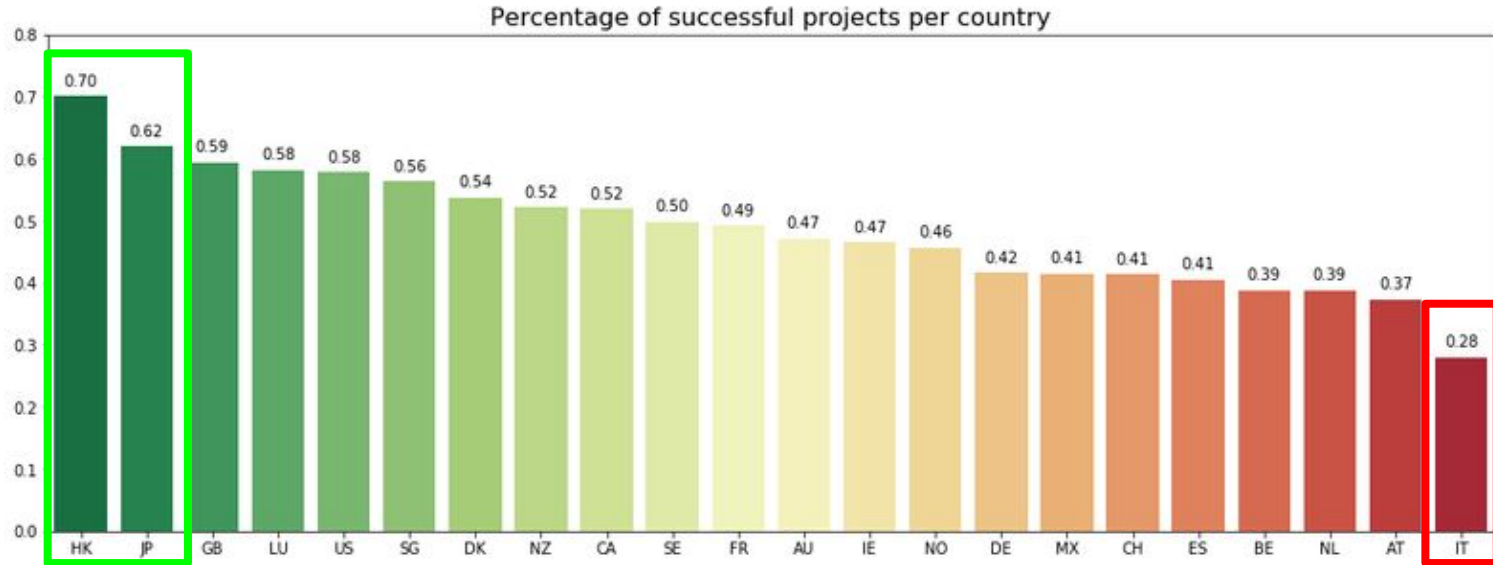
# Success Factor 1: Categories



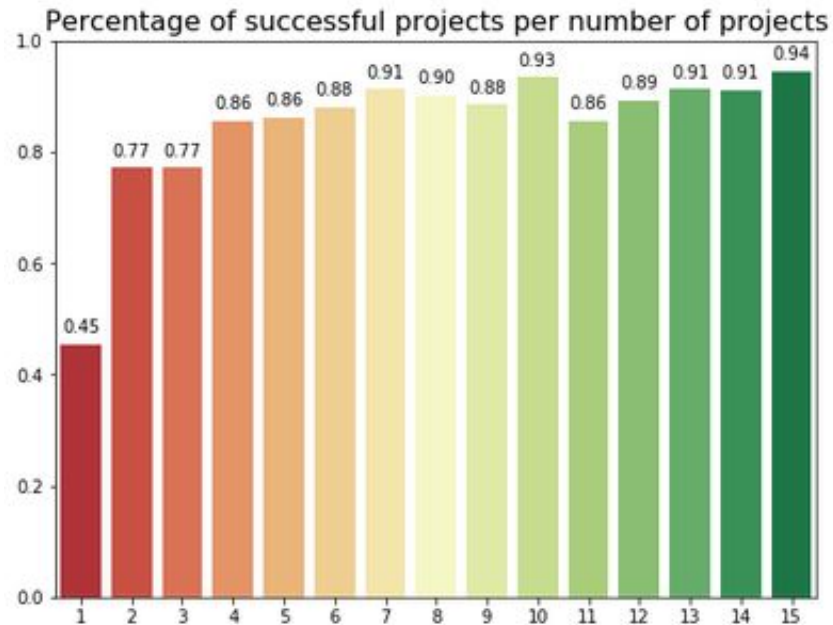
# Success Factor 2: Countries



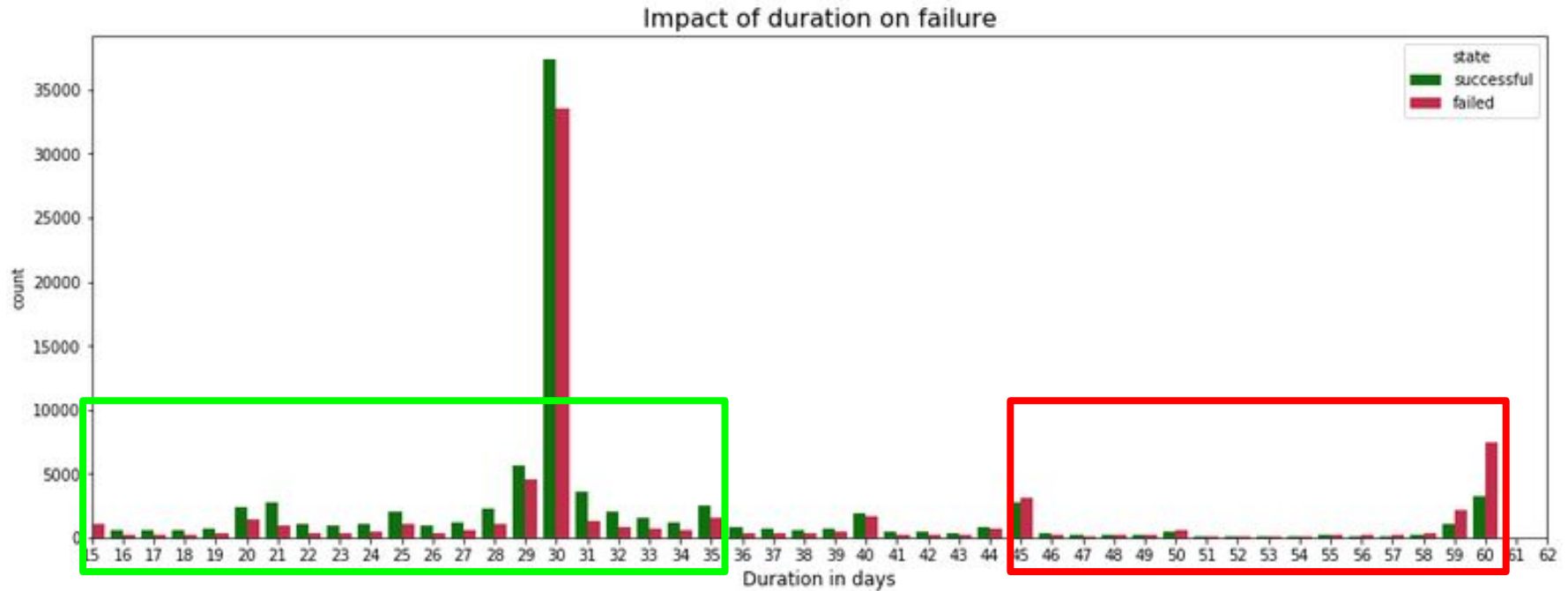
# Success Factor 2: Countries



# Success Factor 3: No. of projects



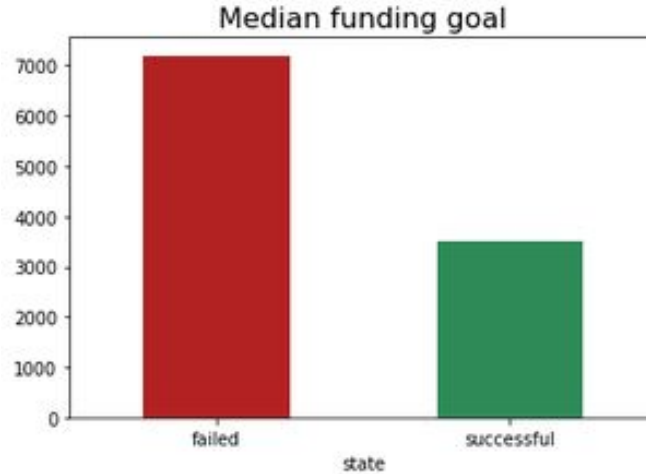
# Success Factor 4: Duration





# Success Factor 5: Funding goal

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# Prediction

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Accuracy: 84%

(number of correct predictions)

Precision: 84% up to 87%

(correctly predicted success)

# Recommendations

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## 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

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## 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

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



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# Questions?



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Thank you!



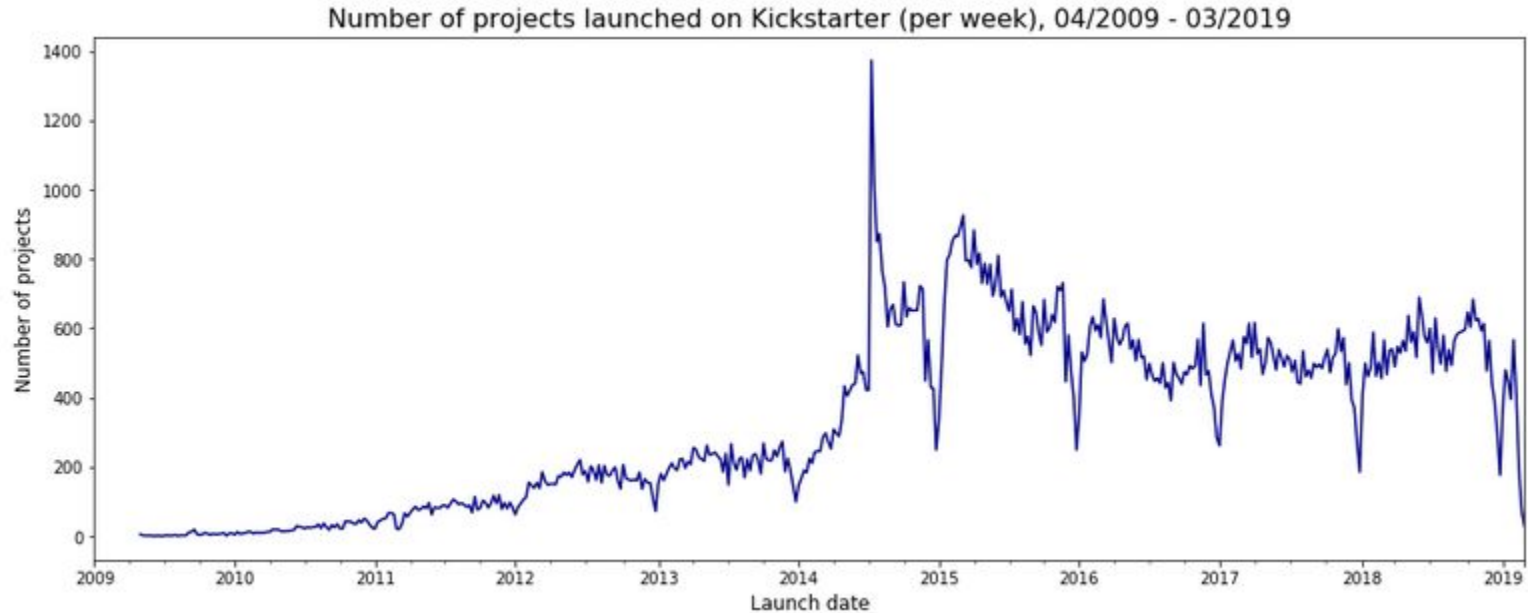
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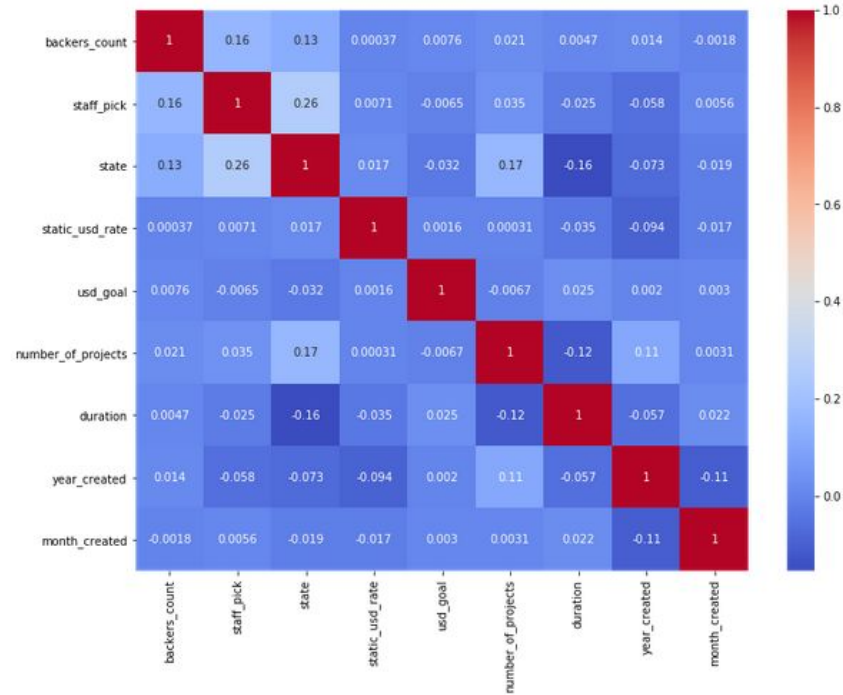
# Appendix



# Appendix



# Appendix



# Appendix

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Most important features used in the classification models:

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