

# Data at Kickstarter

Jeremy Salfen, Director of Data



# Kickstarter's Data Team

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## Who does what?

# Data Analyst

# Data Analyst

Research, Reports,  
Metrics, Experiments

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Research, Reports,  
Metrics, Experiments

Product, Communities,  
Finance, & Others

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SQL, R, Python, Spark,  
Looker



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Rigorously skeptical

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Noah Pepper

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Revenue @twitter. Earlier: Founder/CEO @luckysort (acq by Twitter). Working to turn databases into...

Feb 2 · 8 min read

## Intro to Data Science for Academics

I went to Reed College, a notorious feeder school for PhD programs. I regularly talk to former classmates who are looking to transfer from academia to industry. There's a pretty stark contrast between the current boom in tech and the rather anemic state of the academic job market so this line of thinking makes sense for many erstwhile TAs and professors.

Data science is a good match for many former academics because it leverages some of the math and statistics knowledge that many PhDs learn and use. For a quick visual explanation of what data science is check out this handy diagram.

<https://medium.com/@noahmp/intro-to-data-science-for-academics-d96639a3225c>

## j) Startups

<https://medium.com/@noahmp/intro-to-data-science-for-academics-d96639a3225c>

## j) Startups

**Advantages:** There will be more opportunity to impact the businesses directly, You may learn a wider array of skills due to everyone wearing multiple hats, If a tail event happens and your company is wildly successful it will be a life changing experience, You'll get to chart your own path

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**Disadvantages:** The default state of startups is failure and you'll have to pedal hard against it, It can be hard to learn if there aren't (m)any other folks with your skillset in the company, less pay and amenities than a big company

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This is a good role for someone who is very self motivated and has an aptitude for understanding customer problems and is very willing to wear any hat.

<https://medium.com/@noahmp/intro-to-data-science-for-academics-d96639a3225c>





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Our mission is to help bring  
creative projects to life.

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Optimizing for creator success  
and backer fulfillment



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Our top pick based on your activity

Project of the Day on January 26, 2017



## Apocalypse Now - a journey into madness



by Erebus LLC

Experience the psychological horror of war from key team members of titles like Fallout: New Vegas, Wasteland 2, Far Cry & dozensRPG



Hollywood, Los Angeles, CA



Video Games



18%

\$169,739

2,643

16

# \$16,167

pledged

# 3233%

funded

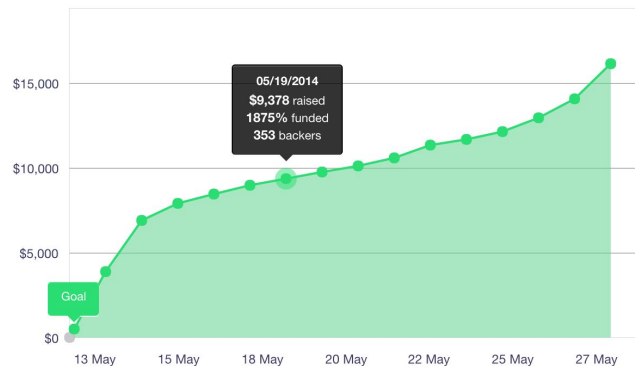
# 604

backers

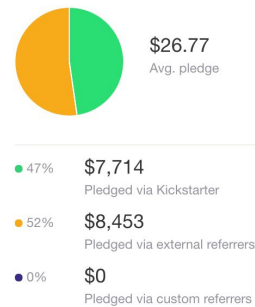
# 0

seconds to go

## Funding progress



## Pledges



## Referrers

Referrer	Type	# of Pledges	% of Pledged	Pledged
Direct traffic no referrer information	External	181	29.61%	\$4,786.71
twitter.com	External	76	12.51%	\$2,022.00
Home popular	Kickstarter	43	7.26%	\$1,174.00





What's been on our minds lately?  
Simplicity and Skepticism

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**Simplicity** and Skepticism

# Dan McKinley

Math, Programming, and Minority Reports

Dan McKinley is a cofounder of [Skyliner](#) in Los Angeles.

Previously he worked at [Stripe](#) and spent nearly 7 years building [Etsy](#).

Here's [Dan's resume](#) and [a short bio](#).

Ask me Anything

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## Choose Boring Technology

March 30th, 2015

Probably the single best thing to happen to me in my career was having had [Kellan](#) placed in charge of me. I stuck around long enough to see Kellan's technical decisionmaking start to bear fruit. I learned a great deal *from* this, but I also learned a great deal as a *result* of this. I would not have been free to become the engineer that wrote [Data Driven Products Now!](#) if Kellan had not been there to so thoroughly stick the landing on technology choices.



<http://mcfunley.com/choose-boring-technology>



**robin hanson**

@robinhanson

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Good CS expert says: Most firms that thinks they want advanced AI/ML really just need linear regression on cleaned-up data.

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 1.7K

<https://twitter.com/robinhanson/status/803302419249725440>

What's been on our minds lately?  
Simplicity and Skepticism



**Timothy**

@arthegall



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When evaluating some article about deep learning, which is getting all fluttery with words like "cognitive" and "intelligent," try this

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<https://twitter.com/arthegall/status/819958491632828417>



**Timothy**  
@arthegall



When eval  
which is ge  
"cognitive"

RETWEETS

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2



**Timothy**  
@arthegall



@arthegall everywhere where it says "deep learning" try substituting "high-dimensional hierarchical nonlinear function"

RETWEETS

2

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3



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1



2



3

<https://twitter.com/arthegall/status/819958756532436993>



## Calling Bullshit in the Age of Big Data

Logistics

**Course:** INFO 198, University of Washington

**To be offered:** Spring Quarter 2017

**Credit:** 1 credit, C/NC

**Time and Location:** Wednesday 3:30-4:20 MGH 389

**Enrollment:** 150 students

**Instructors:** [Carl T. Bergstrom](#) and [Jevin West](#)

<http://callingbullshit.org/>



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# Thank you

jeremy@kickstarter.com

<https://twitter.com/jsalfen>

<https://www.linkedin.com/in/jsalfen/>