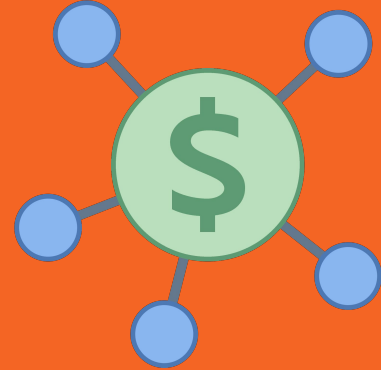# Kickstarter Campaigns
Success Factors and Analysis

Team members:
Monica Boomgaarden, Rodrigo Garcia, Nicole Lincoln

Questions

We analyzed Kickstarter campaigns through 2019, in order to answer the question of, "Which factors increase the likelihood of success of a Kickstarter campaign?".

Tools Used

Literature Review

Daniel Kupka "Mining Kickstarter Data: Analysis and Prediction

Justin S Gage " Kickstarter Analysis and Prediction"

Laura Lewis "Using Machine Learning To Predict Kickstarter Success"

Literature Review

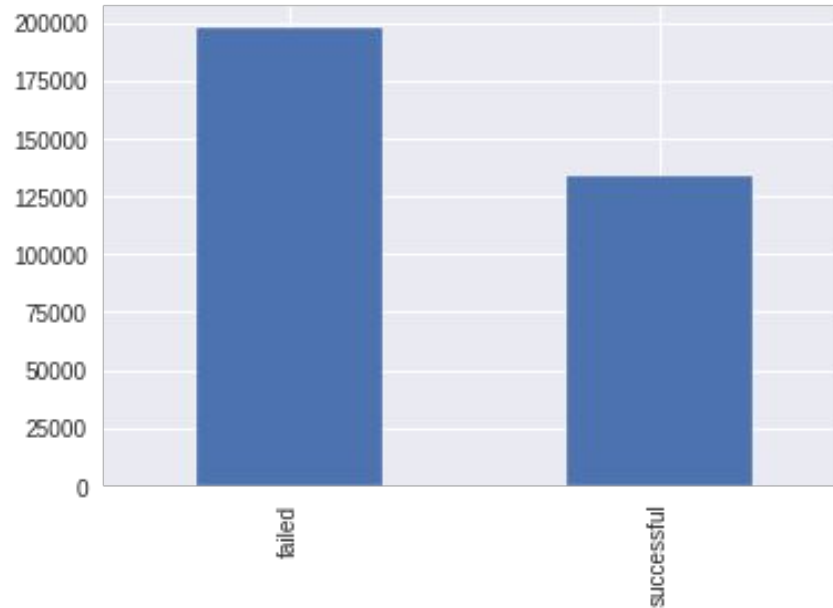| Author	Method	Accuracy (Weighted F1)	Runtime (min)
Laura Lewis	Logistic Regression	0.70	None Given
Laura Lewis	Logistic Regression W/ PCA	0.70	48.56
Laura Lewis	Random Forest	0.69	72.2
Laura Lewis	XG Boost	0.70	865.4

Classification Applied

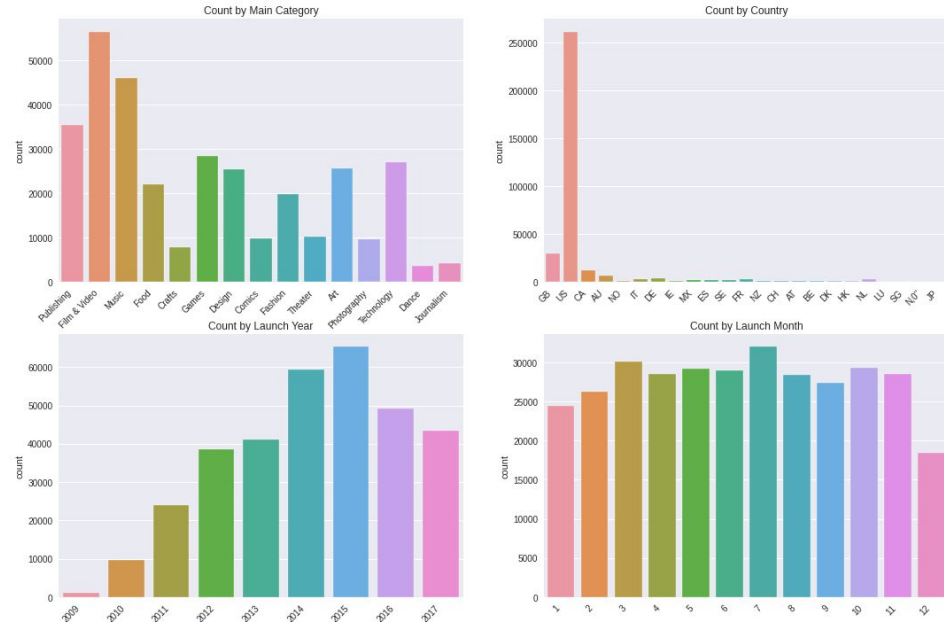- Classification problem
- Logistic regression

Data Preparation
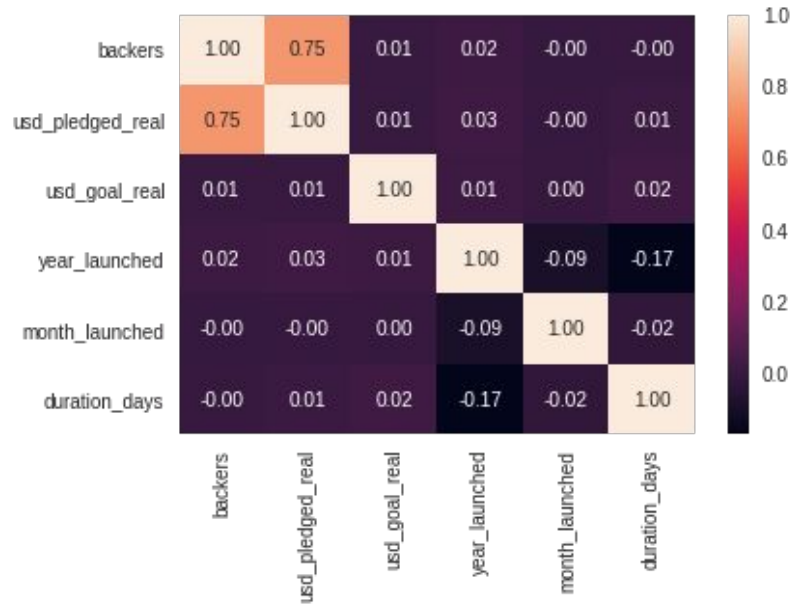
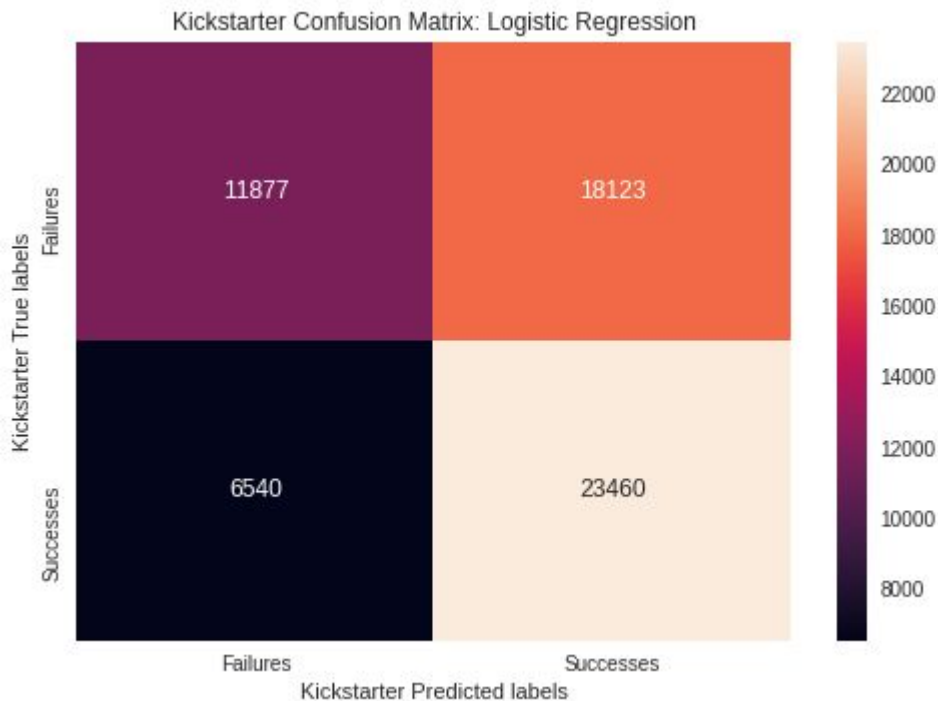- Eliminated/Consolidate Attributes
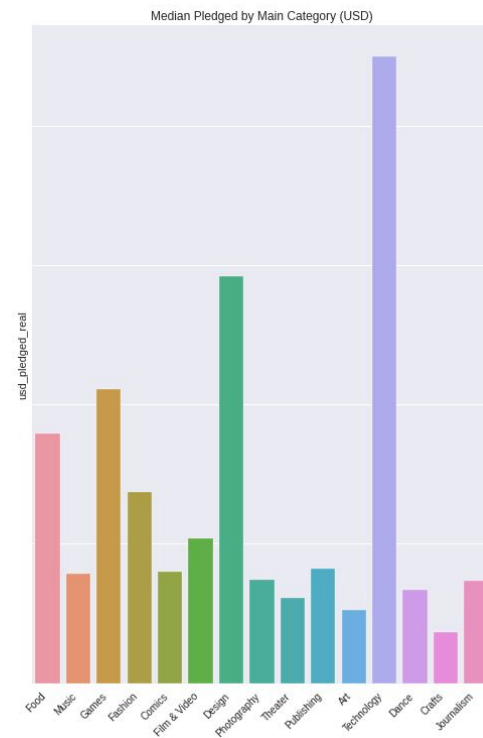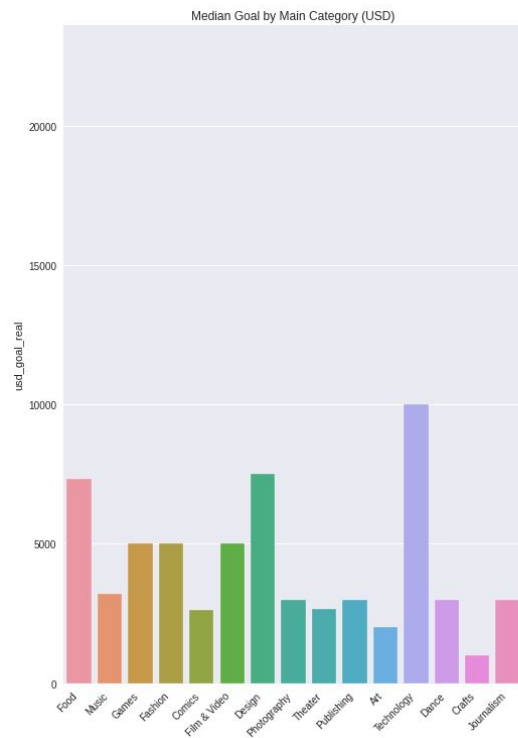
Data Preparation

- EDA

Data Preparation

- Correlation Analysis

Knowledge Gained

Kickstarter Confusion Matrix: Logistic Regression

Knowledge Gained

Median Goal by Main Category (USD)

Median Pledged by Main Category (USD)

Knowledge Application

- Choose lowest applicable pledge value
- Successful campaigns usually exceed their goals
- Backers matters, find backers
- Choose any category, month launched, or duration