

KICKSTARTER

Campaign Predictor

SHWETA PAI

Motivation

- Crowdfunding platform on the internet
- Several predictors of funding success
- 36% projects are successfully funded
- Lackluster campaign description

Objective

Predicting the **probability of success** for kickstarter campaigns by analyzing the campaign description

Process

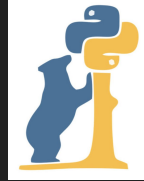
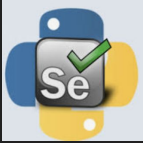
Data
Scraping

Topic Modeling

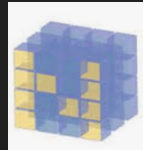
Feature
Engineering

Machine
Learning

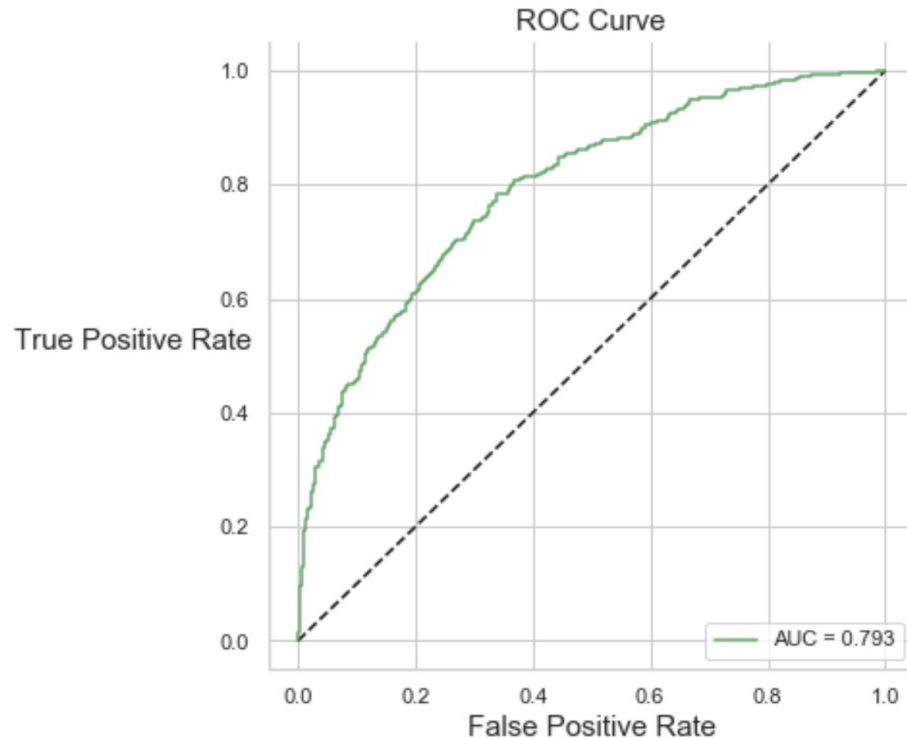
Web App



Random Forest Classifier



Results (Random Forest Classifier)



Precision:0.71

Future Work

- Recommend “high” impact words
- Include metric for ‘readability’ of the description
- Include risk description along with other meta-features

THANK YOU



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