Here is where your Kickstarter project starts

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What is Kickstarters?

Kickstarter is a crowdfunding platform for creative projects.

If people like the project, they can pledge money to make it happen.

If goal is reached until time expires project is successful!

Who we are:

Sandra and Marvin are Data science trainees coming from different disciplines, concentrating their skills to solve crowdfunding project issues.
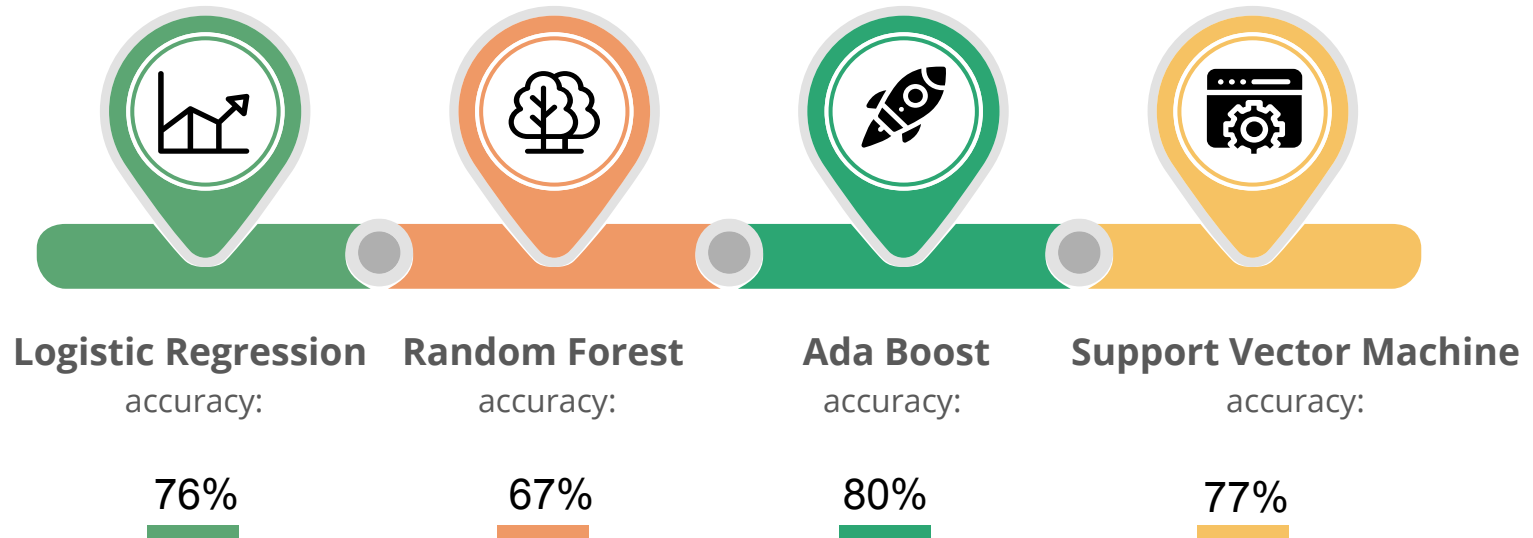
What we offer:

- Find out which probability your project has to get funded.
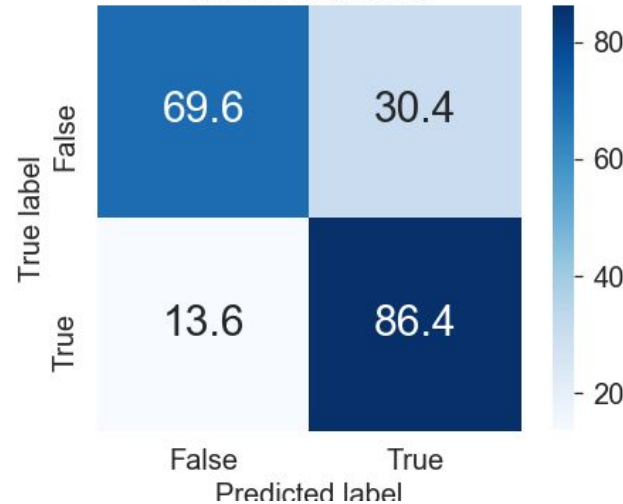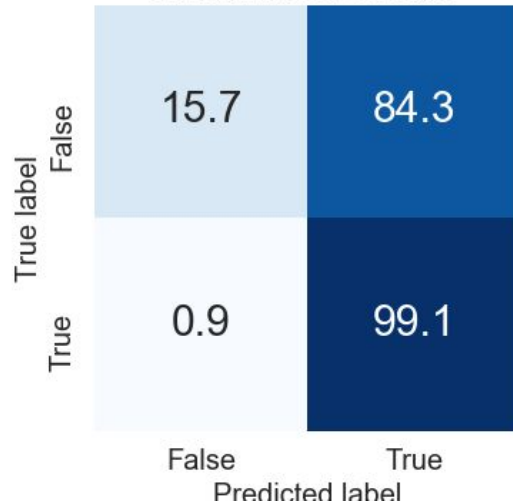
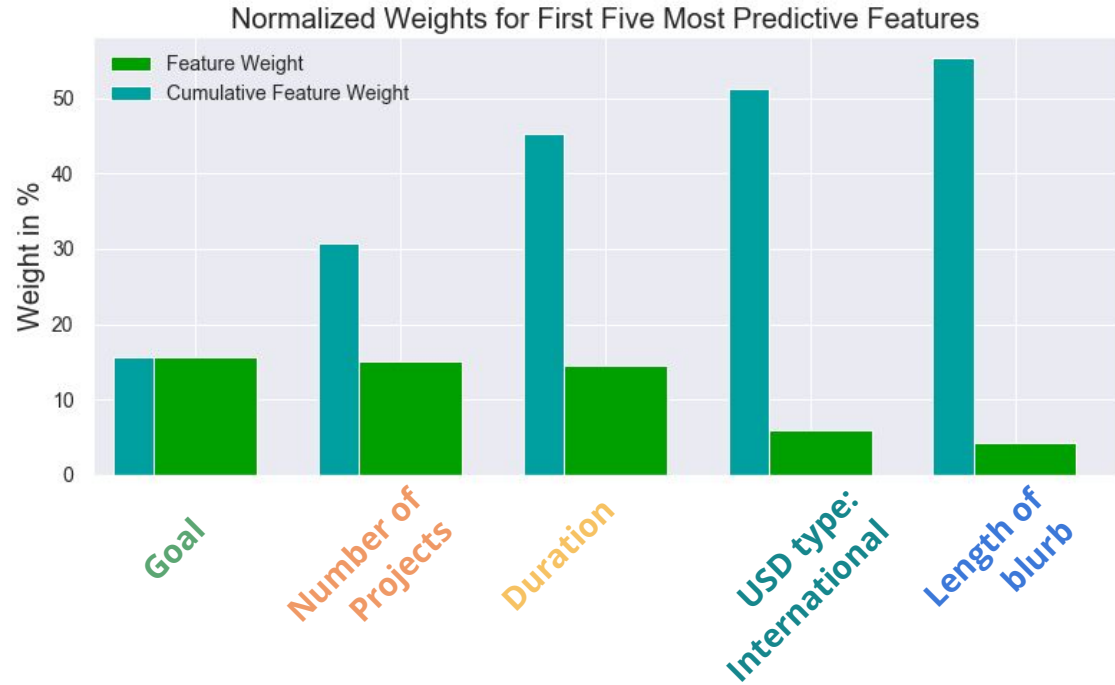- Give advice what can help to improve chances.

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Prediction Models

Logistic Regression
accuracy:

76%

Random Forest
accuracy:

67%

Ada Boost
accuracy:

80%

Support Vector Machine
accuracy:

77%

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Confusion Matrix

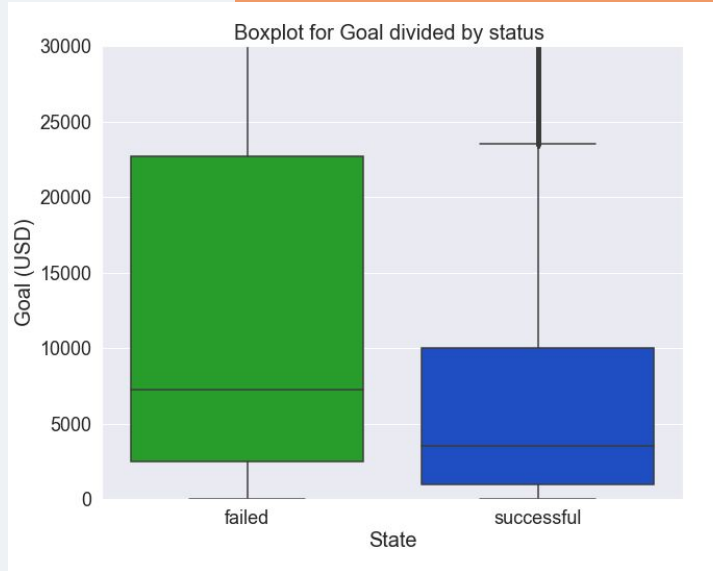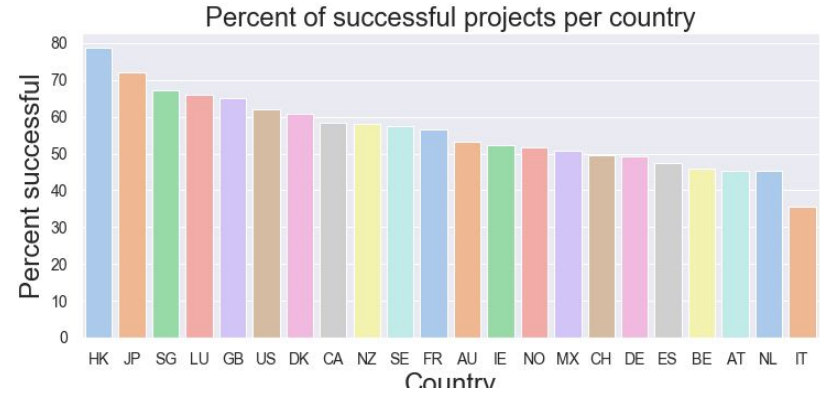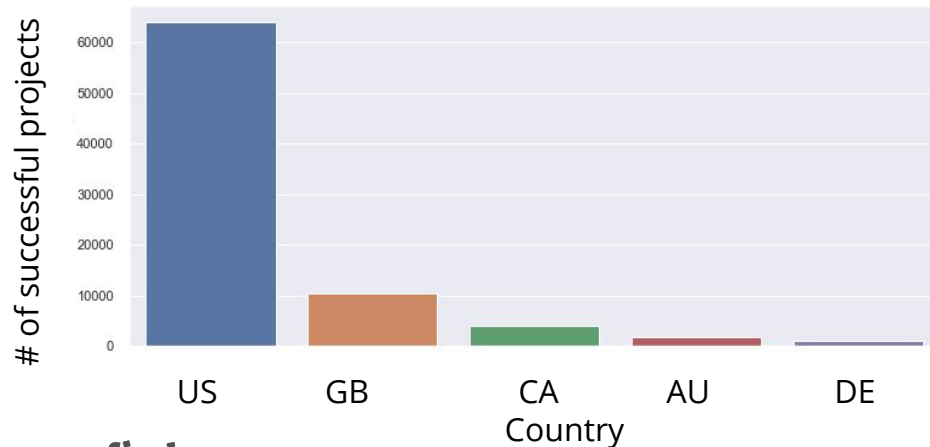**Random Forest**

Ada Boost

The Big 5
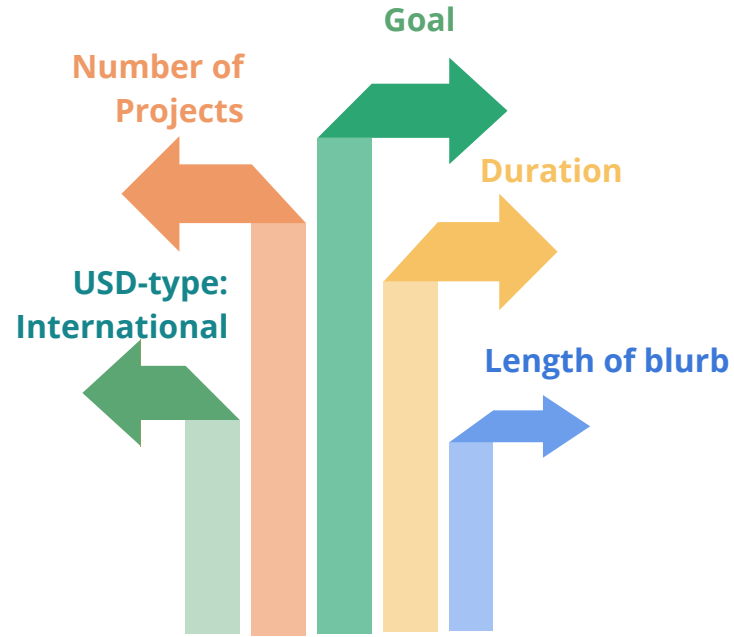
The Goal issue

● The median is significantly lower for successful projects

● The third quartile is significantly higher for failed projects

Boxplot for Goal divided by status

Success Rates of countries
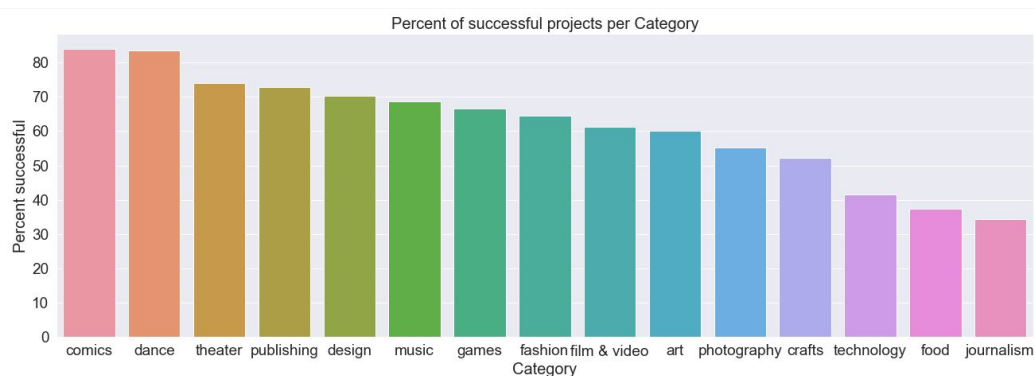

Percent of successful projects per country
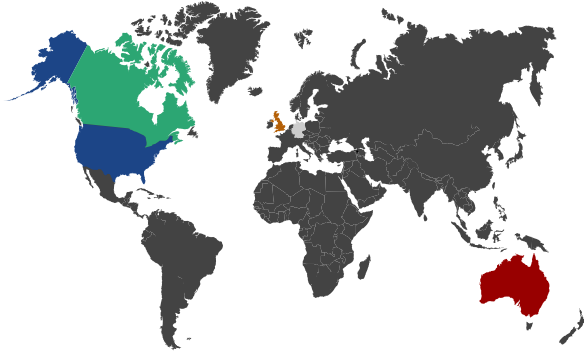
USA
Most successful project are originated in the USA

Hongkong
Related to the number of projects at all from a country, Hongkong has the highest rate of success

Impact of the Category

Percent of successful projects per Category

- comics, dance and theater are the categories in which the most projects are successfully completed
- technology, food and journalism are the categories in which the fewest projects are successfully completed

- the categories comics, dance and theater have a median Goal is smaller than 5000 USD
- the categories food and technology have the highest median Goal also for failed and successful projects

median Goal (USD) per Category divided by status

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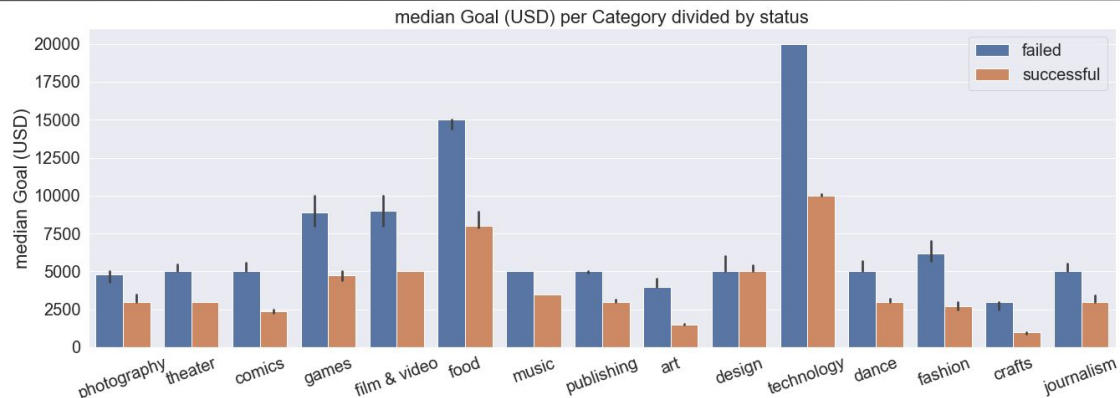
Conclusions

The top four advices, which helps to improve chances for your Kickstarter project:

1. Don't choose your goal too high

2. Set an appropriate duration

3. Rather start many small projects than a big one

4. What are the condition in your country and category?

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Future Work

Backers Count
Analyse how backers count is affected, i.e. which variables would increase it

Data
Check data for further cleaning and new potential variables

High Performance
Take a look on these projects which have collected more money as they initial wanted

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Thank you for your attention!

Are there any questions?

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Appendix - Features in our models

Numerical Features :
- staff pick
- blurb length
- name length
- country US
- duration
- USD goal
- count crestor ID

Categorial Features:
- country
- currency
- usd type
- location country
- location type
- parent category