

Kickstarter



source: <https://unsplash.com/photos/ZSPBhokqDMc>

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Agenda

1. Info on available data
2. Exploring the data (focused on project success)
 - Ranges of funding goals
 - Time aspects
 - Location
 - Project category
 - Staff picks
3. Predicting project success

1. Most informative data

Status (live, successful, failed, canceled, suspended)

Backers count

Funding goal [\$]

Pledge [\$]

Dates: Creation, Launch, Deadline

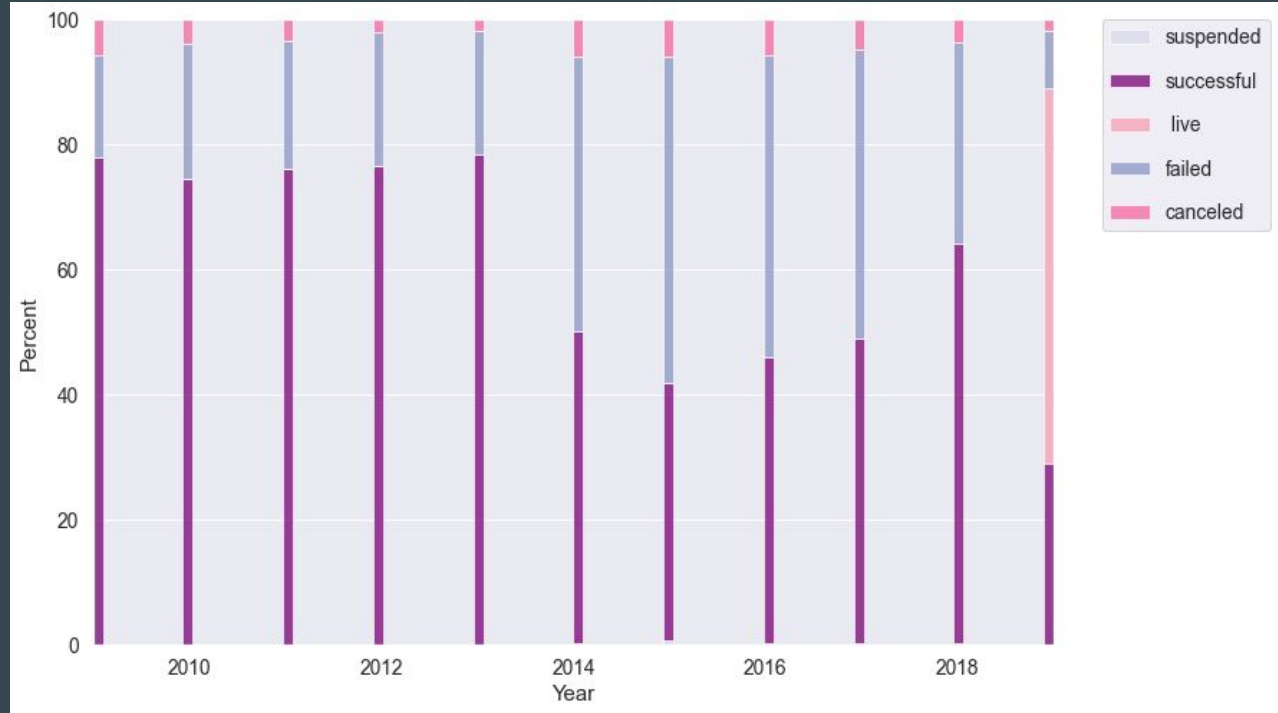
Category (General category and subcategory)

Name of the project and short description

Location (Country)

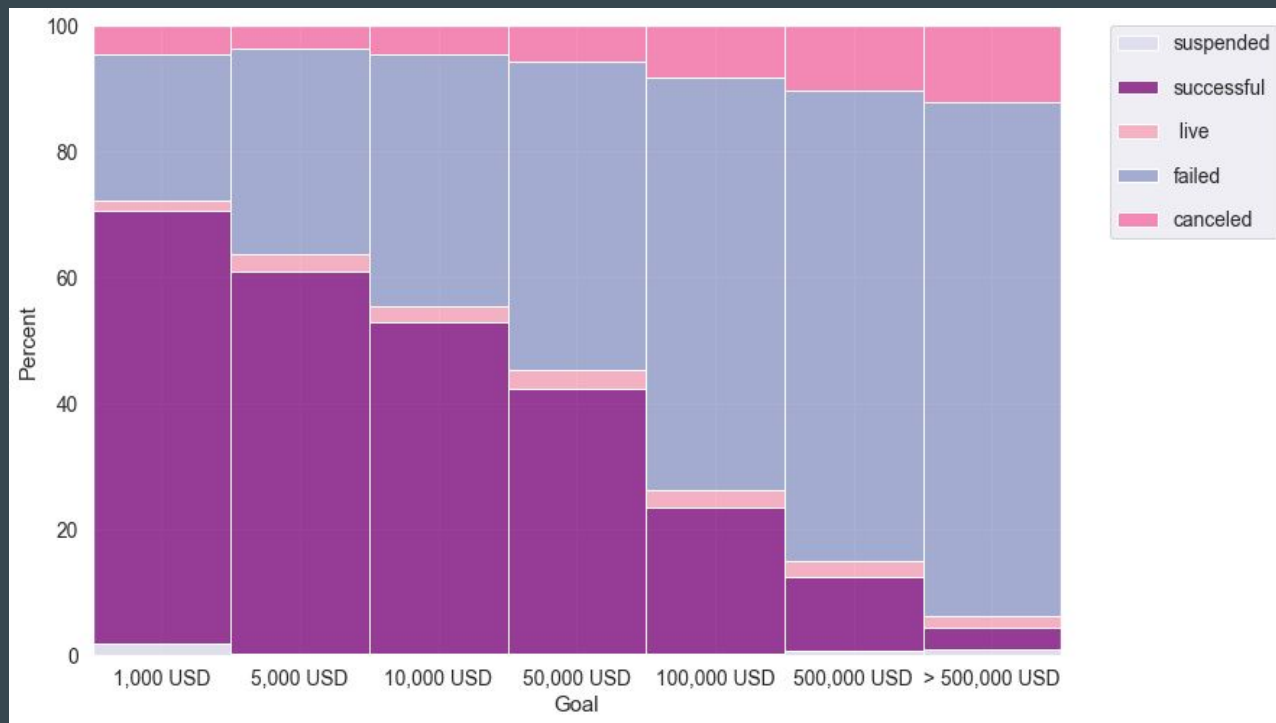
2. How successful were projects in these years?

- 2014 and following:
less successful
projects
- 2014: launched in new
countries



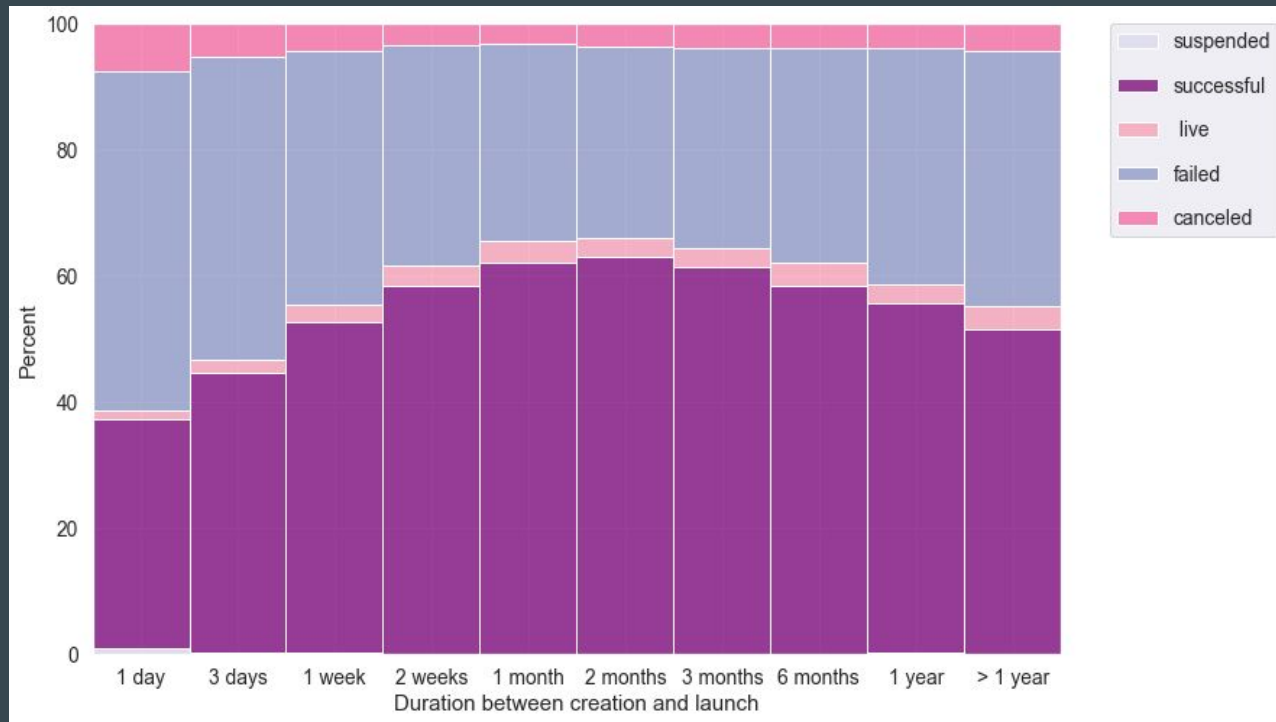
2. How successful are projects with high goals?

- success decreases with rising funding goal
- suspended projects: low and very high funding goals



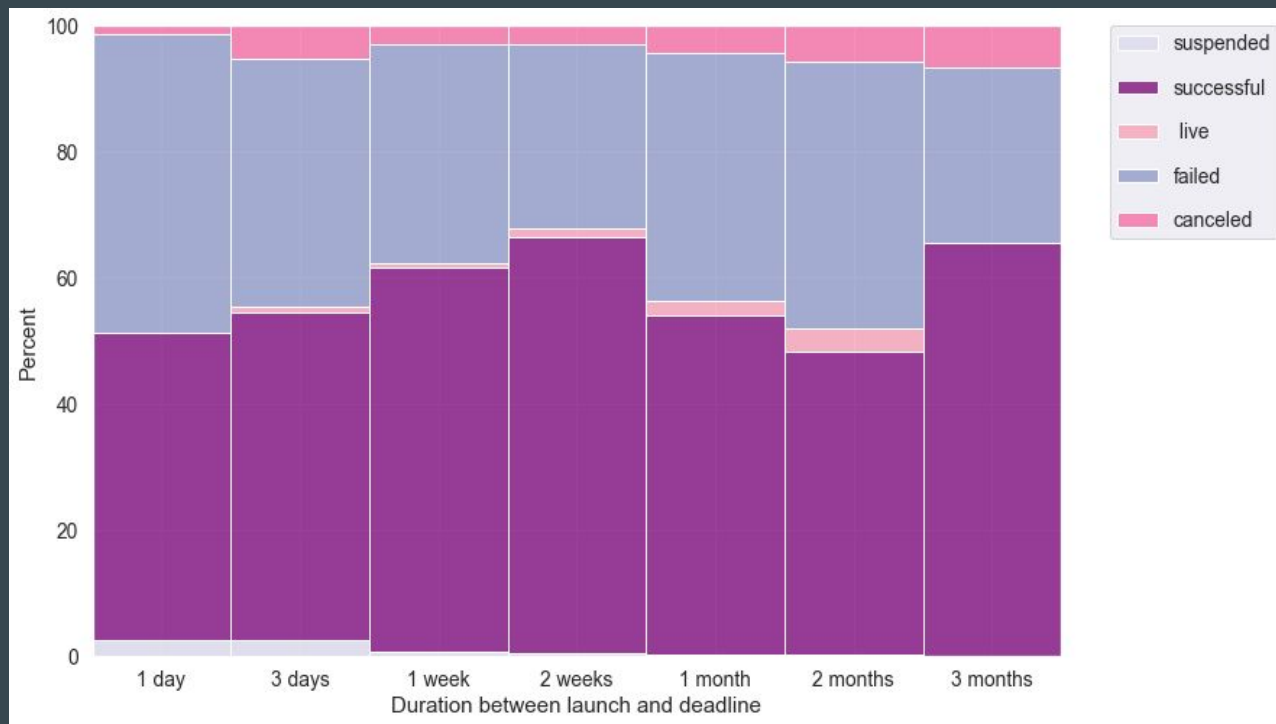
2. Does the preparation time affect the success?

- highest success for projects with 1 to 3 months preparation time



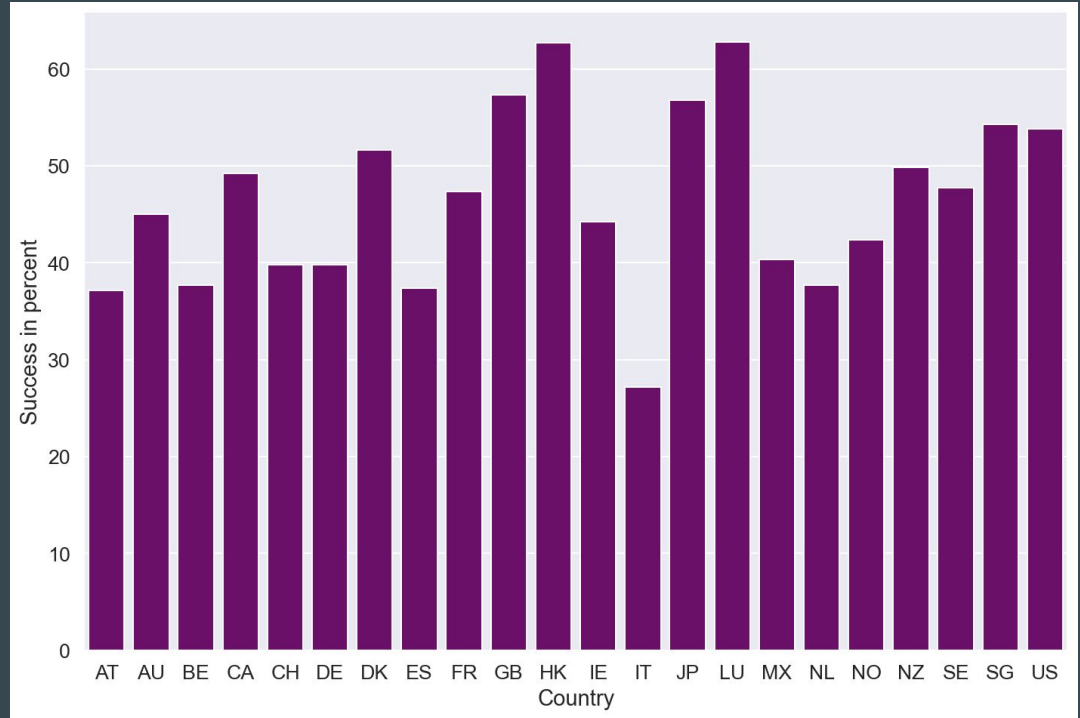
2. Does the duration of being online have an effect on success?

- have your project online for at least 2 weeks
- 3 months: project with low funding goal might have influenced success
- Suspension of projects resulted in short online duration



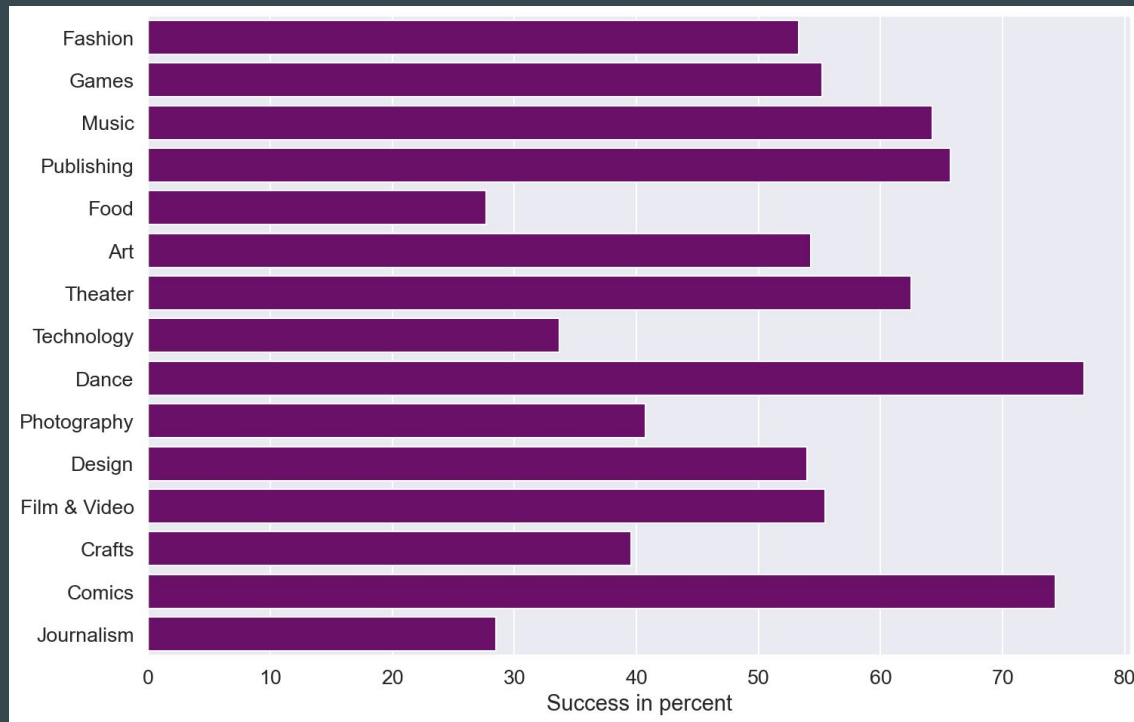
2. How successful are projects in each country?

- projects in Hong Kong and Luxembourg are very successful
- projects from Italy are not very successful



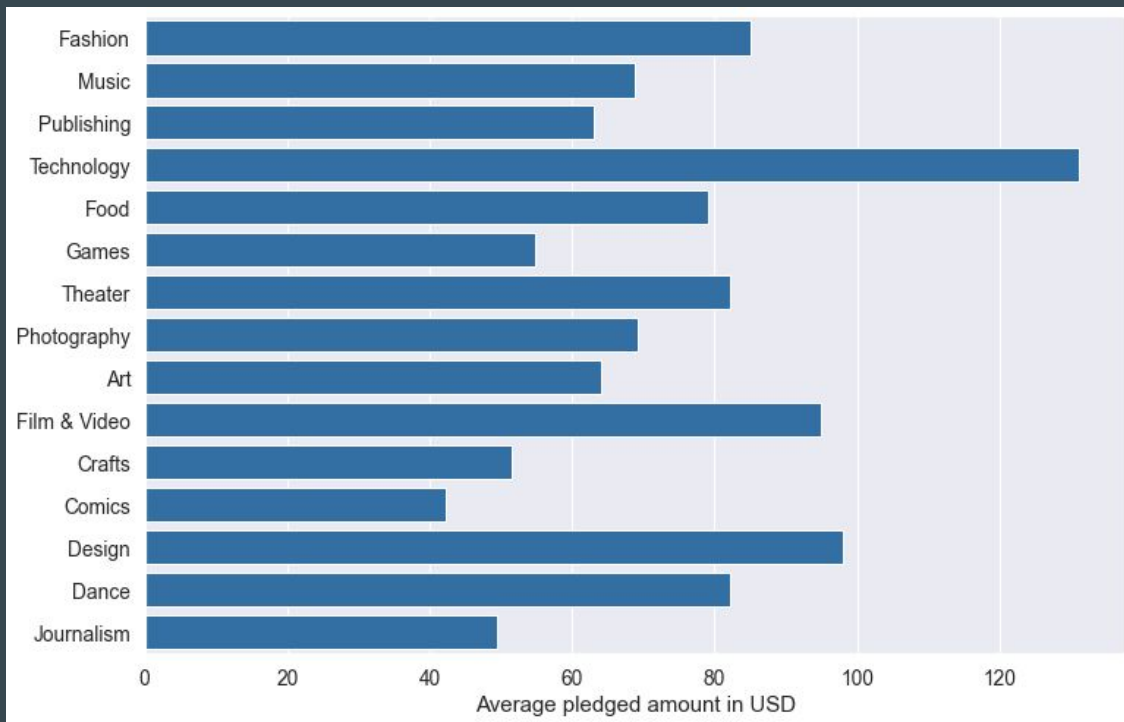
2. How successful are projects in the various categories?

- projects in dance and comics are particularly successful (on average the lowest funding goals)
- food and journalism are less successful



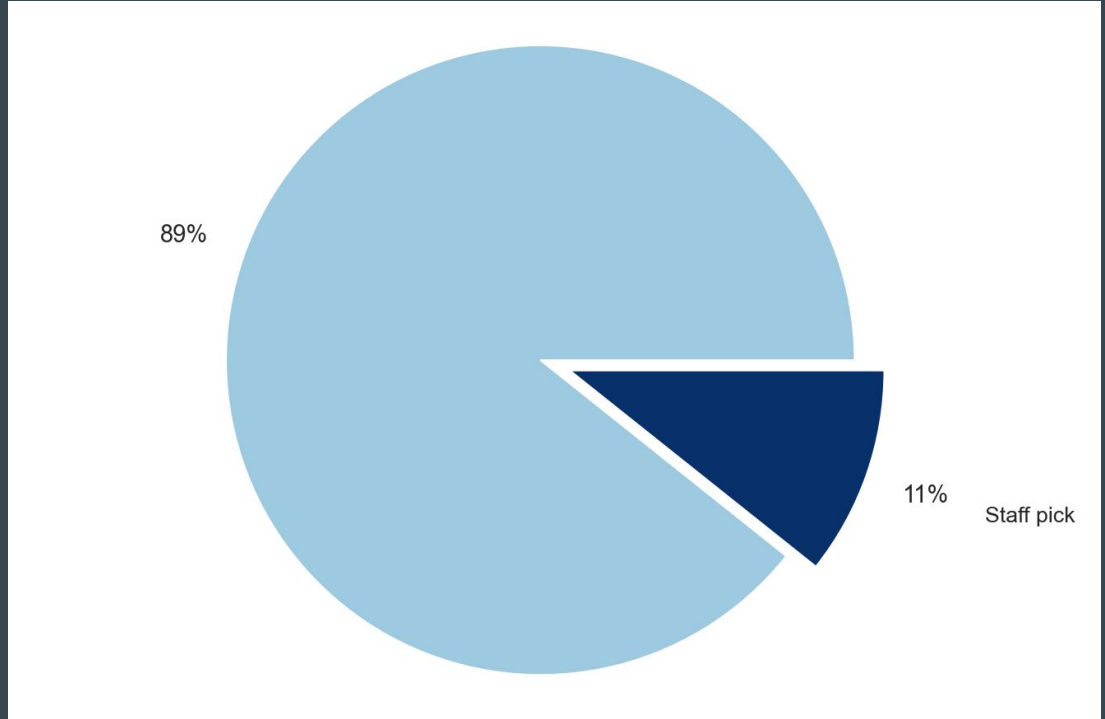
2. How does the average pledge differ in these categories?

- highest pledges were made in Technology
- lowest pledges in Comics (very low funding goals)

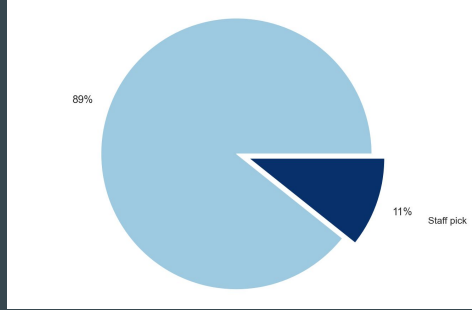


2. How successful are staff picks?

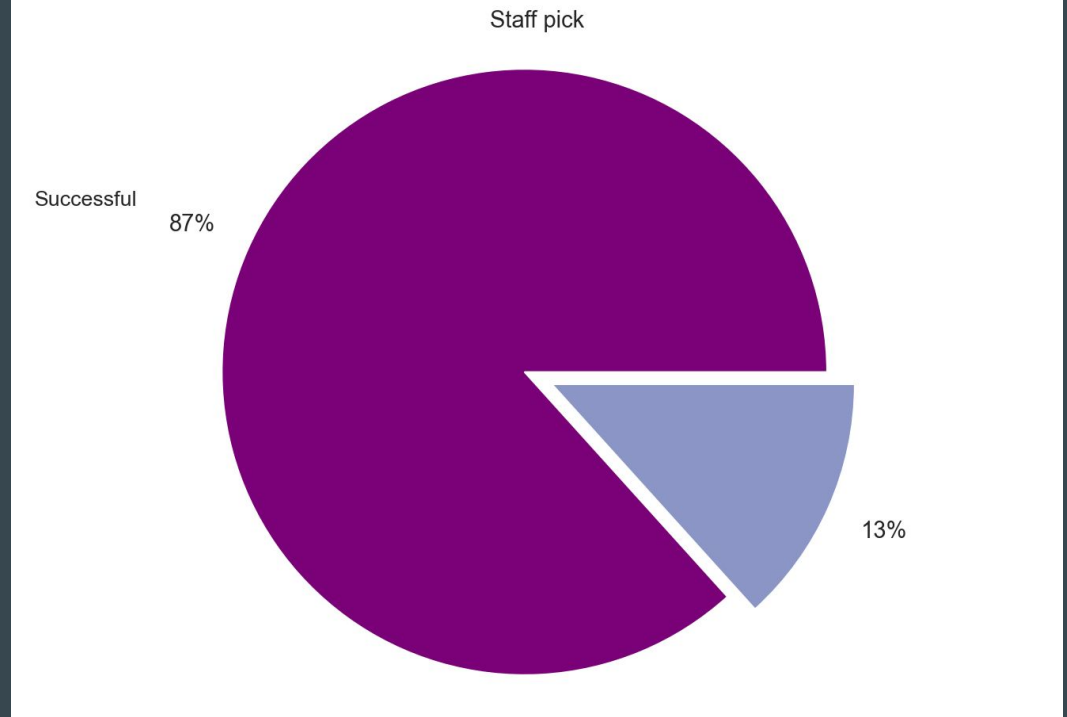
- Just 11% of all projects were picked by kickstarter staff



2. How successful are staff picks?



- 87% of staff picked projects were successful



3. Predicting Project Success

Selected features:

Funding goal [\$]

Preparation time

Duration

Category (General category and subcategory)

Country

3. Predicting Project Success

Defining a suitable target based on project status:

status
successful
failed
suspended
canceled
live



- Backers can cancel their pledge while a project is live
- Creators can cancel the project while it is live

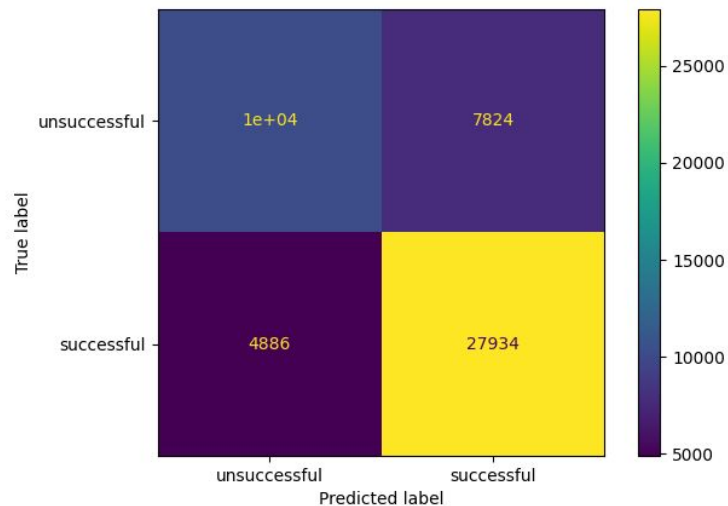
successful
true
false
false

3. Predicting Project Success

Logistic Regression

Threshold	Accuracy [%]	Precision [%]
0.5	74	78
0.9	61	99

Confusion Matrix for Threshold 0.5



Conclusion

- Consider the success rate of the category you're project is running in - and all its implications.
- Take some time to set up your kickstarter project/site. Get to know the ropes!
- Consider the duration of your project being online - do not sweat about the specifics of your launch day or deadline.
- Get staff picked!! Invest in a catchy presentation of your project (besides having an awesome project) to get the attention of kickstarter staff!

Thank you for your attention

put life size spongebobs house at bottom of ocean

by alex sansone



0
backers

\$0.00
pledged of \$1,000 goal

58
days to go

[Back This Project](#) [★ Remind me](#)

This project will only be funded if at least \$1,000 is pledged by Tue, Jul 14 2015 5:46 PM EDT.

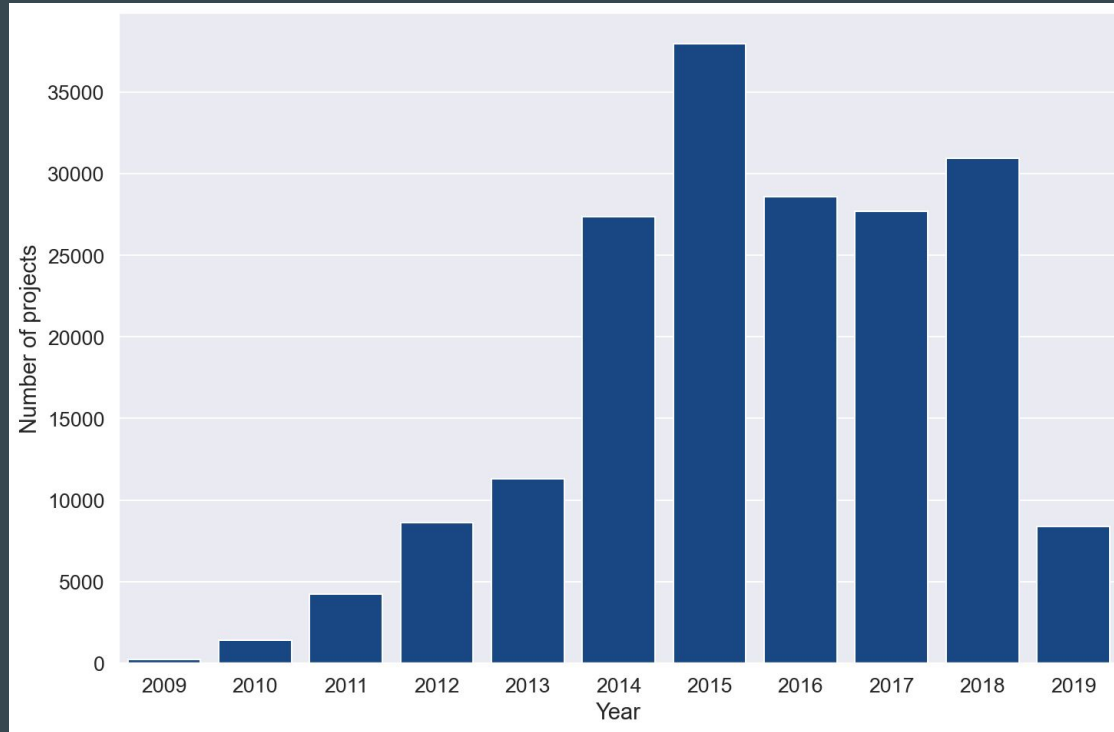
I want to put a life sized version of spongebobs pineapple at the bottom of the ocean. You may enter it with proper scooba gear.

[Pittsburgh, PA](#) [Public Art](#) [Share this project](#)

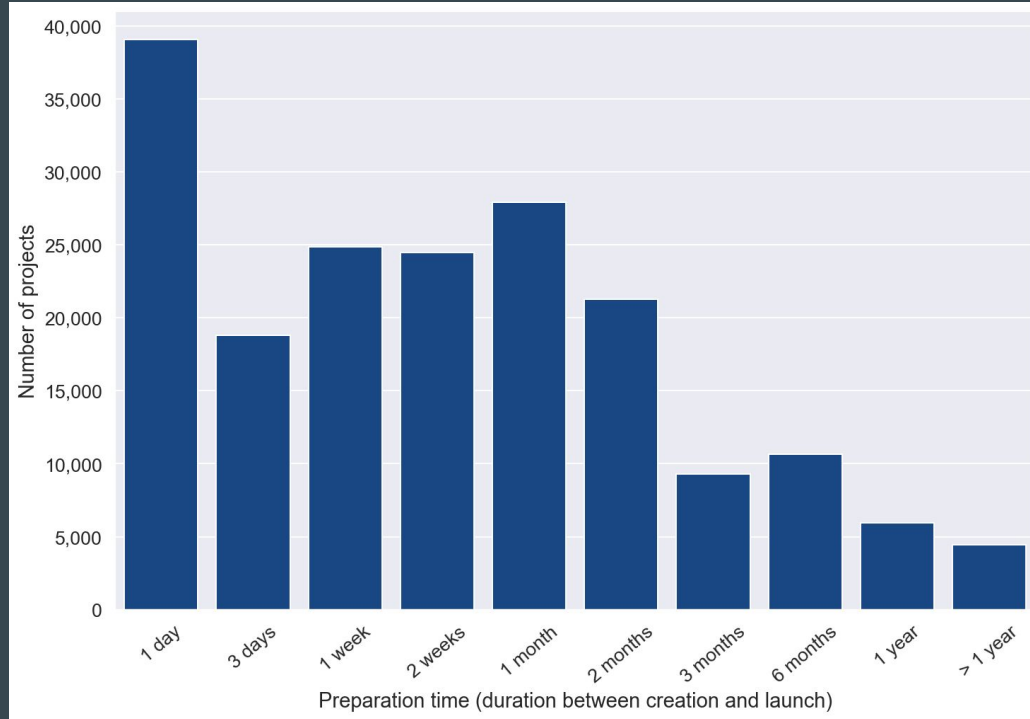
alex sansone
[First created](#) | [0 backed](#)
[See full bio](#) [Contact me](#)



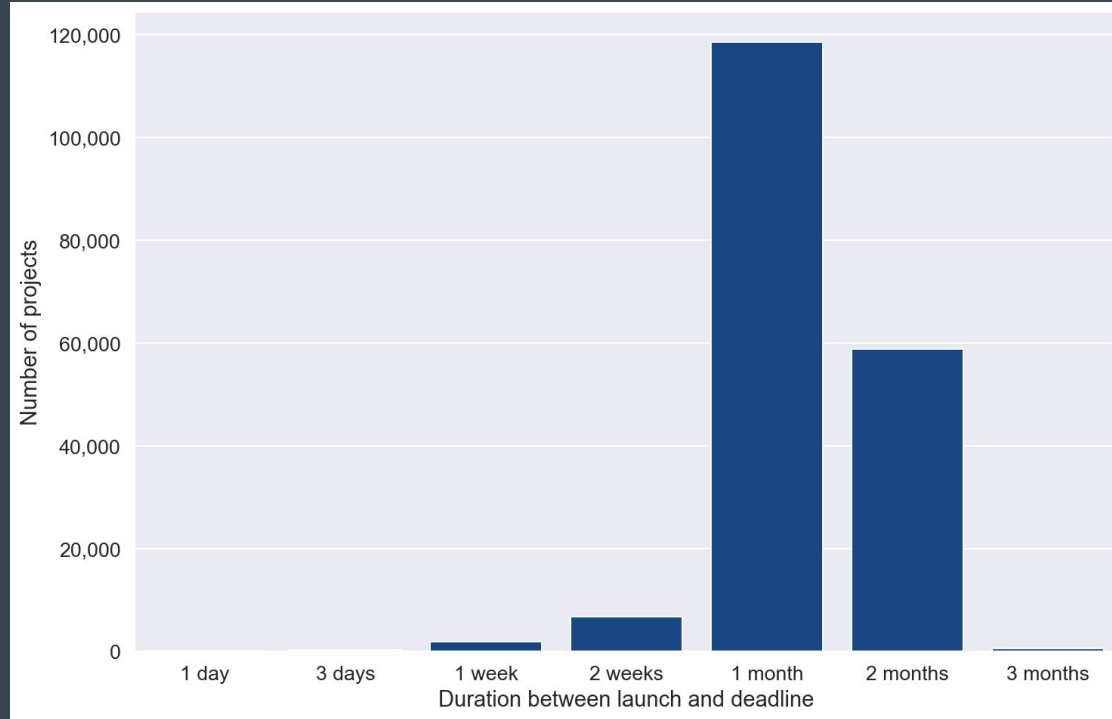
2. How many projects were launched since 2009?



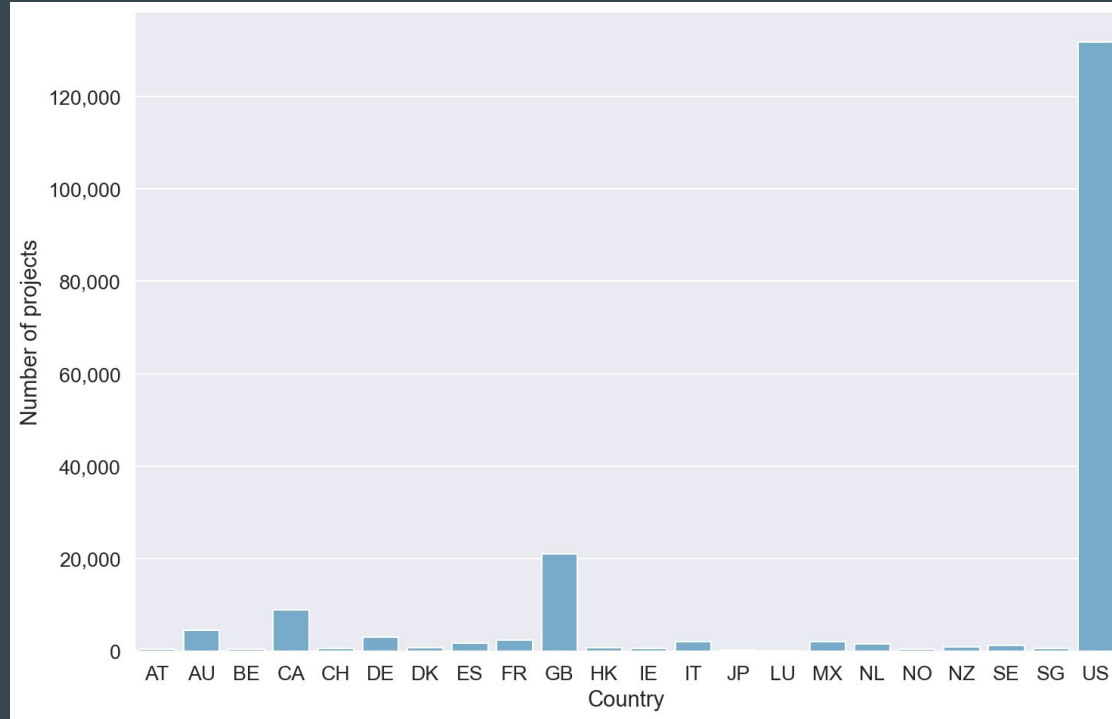
2. For how long are projects prepared prior to their launch?



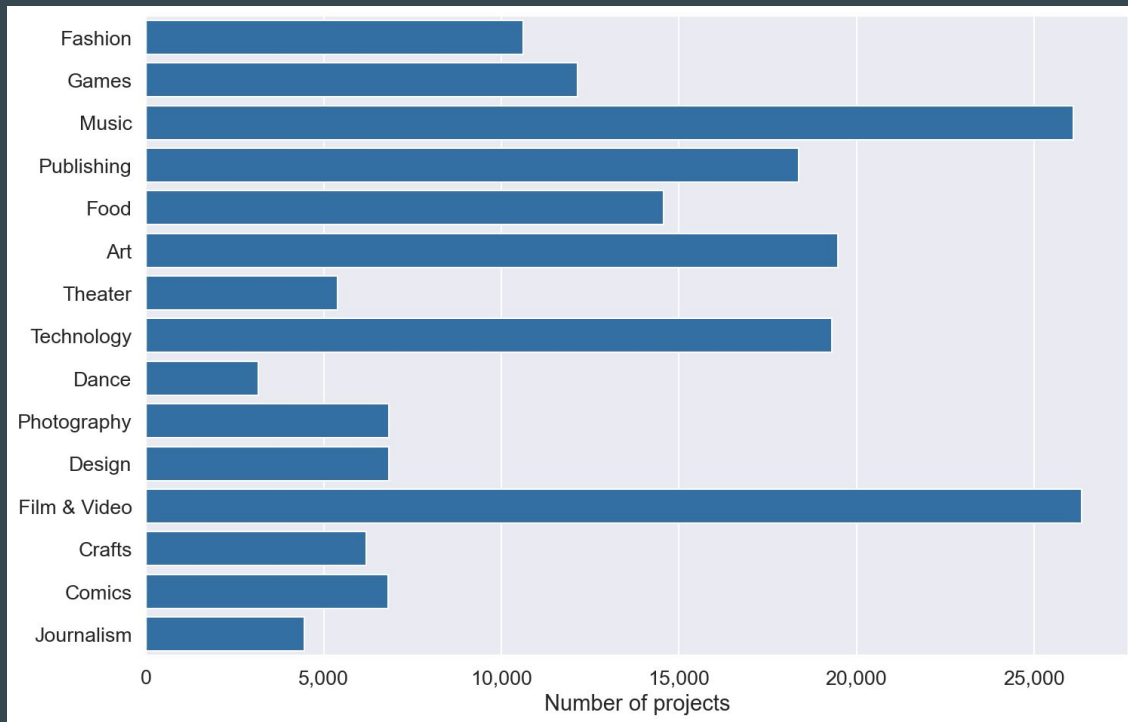
2. How long are projects online?



2. How many projects are launched in which country?



2. How many projects per category?



2. How many backers did these categories have?

