

Success with Kickstarter

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History of Kickstarter

- Kickstarter launched on April 28, 2009
- Kickstarter is a PBC funding platform for creative projects, they have projects ranging from films, games, and music to art, design, and technology.

What features are common in successful crowdfunding campaigns for new products or businesses?

Data Cleaning

- Had to fix special characters in the project titles.
- Dates were originally characters.
- Countries had N0, so based on currency N0 were made to match their currency.
- Rows that had launch dates in 1970 were removed.
- New variables were created.

Variables Used From Data Set

- Project Goal (US Dollars)
- Pledge
- Country
- State
- Launch Date
- Deadline for Fundraising
- Currency
- Main Category

Variables

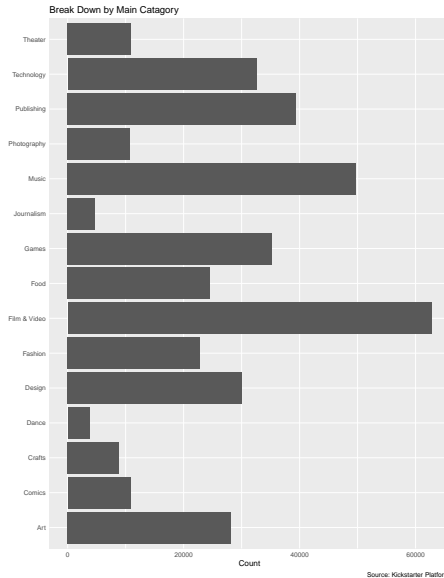
Variables Used From Data Set

- Project Goal (US Dollars)
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Variables Created

- Days Project Was Open
- Dollar Amount Project is Over or Under Goal
- Month the Project Was Launched

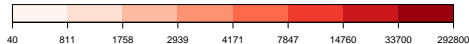
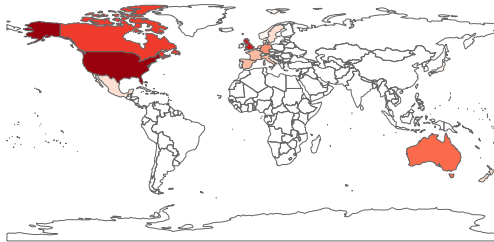
Break Down by Category



Source: Kickstarter Platform

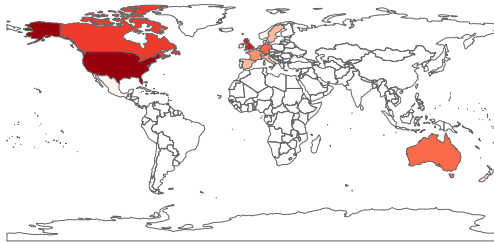
Heat Map of Projects by Country

Crowdfunding: Total Projects per Country



Heat Map of Funding by Country

Crowdfunding Projects: Total Million USD Pledged



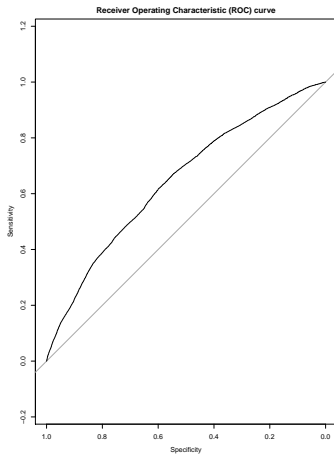
Baseline: Film and Video and US Dollars

$$\begin{aligned} \text{Logodds}(\text{successful} = \text{yes}) = & 0.447 + 0.445(\text{music}) - 0.781(\text{tech}) \\ & - 0.323(\text{publishing}) - 0.654(\text{food}) - 0.724(\text{crafts}) + 0.069(\text{games}) \\ & + 0.692(\text{comics}) - 0.626(\text{fashion}) + 0.872(\text{theater}) + 0.082(\text{art}) \\ & - 0.340(\text{photography}) + 0.936(\text{dance}) - 0.805(\text{journalism}) \\ & - 0.059(\text{GBP}) - 0.277(\text{CAD}) - 0.522(\text{NOK}) - 0.29(\text{SEK}) \\ & - 0.387(\text{AUD}) - 0.504(\text{EUR}) - 0.554(\text{MXM}) - 0.204(\text{NZD}) \\ & - 0.370(\text{CHF}) + 0.346(\text{HKD}) + 0.021(\text{DaysOpen}) - 0.003(\text{month}) \end{aligned}$$

Results and Conclusions

	Actual	
Predicted	Failed	Successful
Failed	169,808	93,254
Successful	27,894	40,698

Mean 63.6%



The End

Thank You!

- www.kickstarter.com, kickstart platform.
- <https://www.kaggle.com/>
- <https://www.easymarkets.com>
- <https://en.wikipedia.org>