Title: Predicting Kickstarter projects

Authors: Travis Deason, Yejur Kunwar, and Vanessa Torres

Datasets: 2016 & 2018 KS-projects

Tools: python

Models: Logistic Regression, Binary Response, Segmentation

Report: Success is based on goal

Variables: launched, deadline, backers, country

Abstract:

Introduction:

The platform to spark ideas, design, share, and start project can be very helpful when projects come to life. Kickstarter is similar platform to bring projects to life through crowdfunding. Many have seen from $100 - $1 billion pledged. However, there are many projects that were not launched.

In this study, we employed some(……) statistical measures to design our model which will try predict success of Kickstarter project accurately. We will leverage Machine learning(…..) concepts to analyze variables listed in data description..(possibly come up with our own).

Data description:

The datasets utilized in this study is collection of more than 300,000 Kickstarter projects collected by user named Kemical from Kickstarter platform. The datasets can be downloaded from Kaggle website (<https://www.kaggle.com/kemical/kickstarter-projects>).

The original dataset contains Kickstarter projects from 2016 (ks-project-201612.csv ) and 2018 (ks-project-201801.csv). The ks-project-201612.csv contains 323750 observations with 16 columns and ks-project-201801.csv contains 323750 observations with 15 columns.

\*\*\*\*However, there were few columns which were mostly empty and are not listed on out data description.

|  |  |  |
| --- | --- | --- |
| Columns | Type | Description |
| ID | Numeric | ID- Kickstarter id |
| name | String | Name of project |
| category | String | Category of project |
| main\_category | String | Classification of project type |
| currency | String | Currency |
| deadline | DateTime | Crowdfunding deadline |
| goal | Numeric | Goal amount for fundraising |
| launched | DateTime | Date launched |
| pledged | Numeric | Crowd pledged amount |
| state | String | Status of project |
| backers | Numeric | Number of supporters |
| country | String | Country |
| usd pledged | Numeric | Pledged amount of money |

Furthermore, the details and subcategories for these columns are listed below:

|  |  |
| --- | --- |
| Columns | Values |
| currency | GBP, USD, CAD, NDK, AUD, EUR, MXN, SEK, NZD, CHF, DKK, HKD, SGD |
| state | failed, successful, live, undefined, suspended |
| main\_category | Publishing, Film & Video, Music, Food, Crafts, Games, Design, Comics, Fashion, Theater, Art, Photography, Technology, Dance, Journalism |
| category | …S |
|  |  |
|  |  |

Exploratory data analysis:

Restate problem:

Models:

Interpretation:

Conclusion:

Appendix: