KICKSTARTER Projects:
Is This Project Going to Reach its Crowdfunding Goal?

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TAU

Who Are We?

Yotam Aharony

EE & CS, 4th year

Lior Solomon

EE & CS, 4th year

Omer Sarig

EE & CS, 4th year

Eva Marciano

CS, 3rd year

What is
KICKSTARTER?

Kickstarter is an American public-benefit corporation, that maintains a global crowdfunding platform focused on creativity and merchandising.

WE'RE ON
KICK
STARTER

How does it Work?

Project

Set up a Finite work you'd like bring to life

Funding Goal

Set up the amount of money need to complete the project

Backers Pledge

Join the creators in bringing the project to life
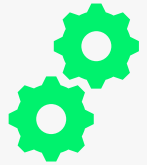
all-or-nothing

No charged for a pledged towards a project unless it reaches its funding GOAL

reward

A creator's change to share a piece of their project with their backers

KICK STARTER

funded with KICK STARTER

Project Problem Formulation

Determine whether a new Kickstarter project is going raise his crowdfunding goal by Machine Learning Model based on dataset of over 300k past projects

Our DataSet .

Over 300k projcets (entries)

🔑	**id** internal kickstarter ID				
🏷️	**name** name of project	|	**state** current condition the project is		
▽	**Category** category	|	**main_category** category of the campaign		
📅	**launched** date launched	|	**deadline** deadline for crowdfunding		
⛰️	**goal** fundraising goal	|	**pledged** amount pledged by "crowd"	|	**backers** number of backers
🗺️	**country** country pledged from				

funded with

KICK STARTER

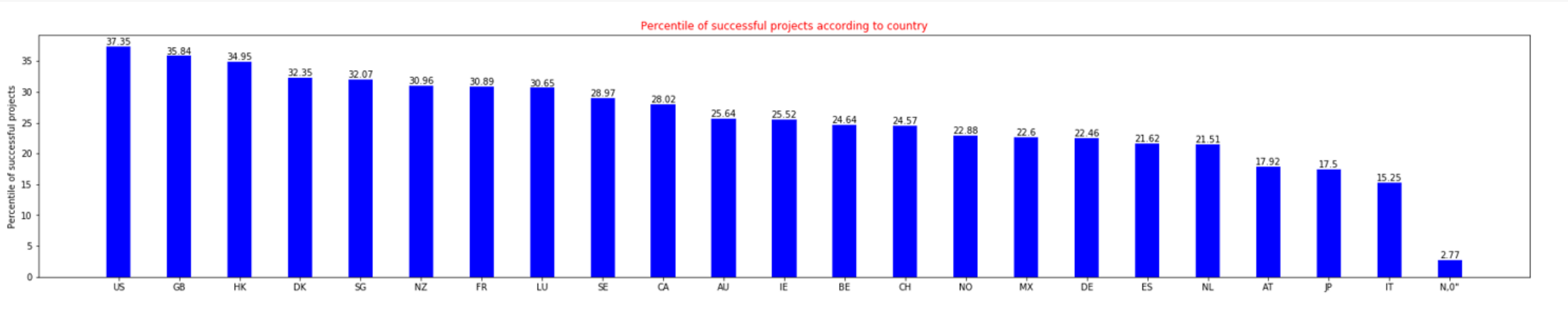# Initial Analysis   #status
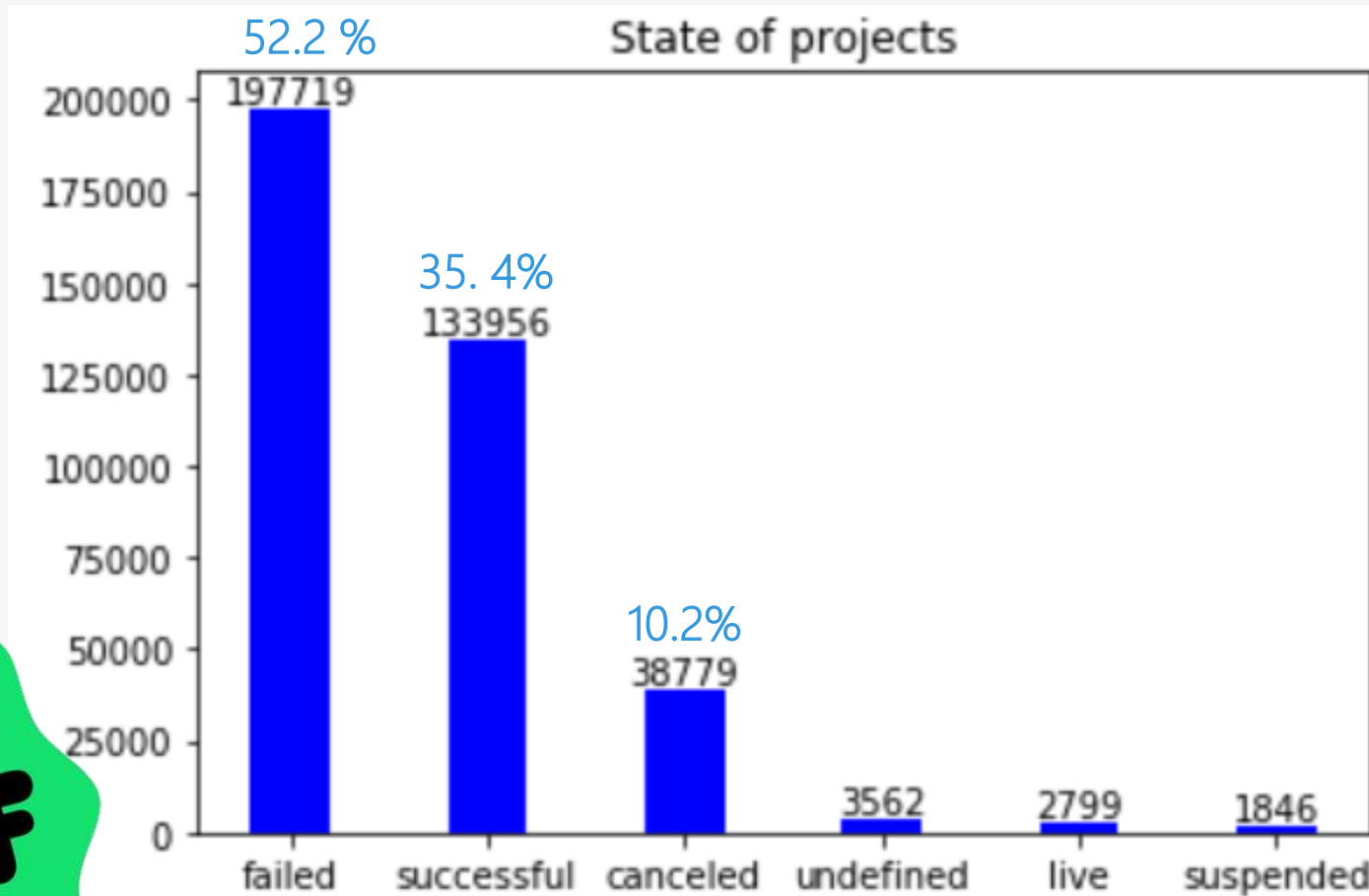
Undefined, live and suspended are 1% from all entries
Failure is obviously the most common status

Initial Analysis   #country

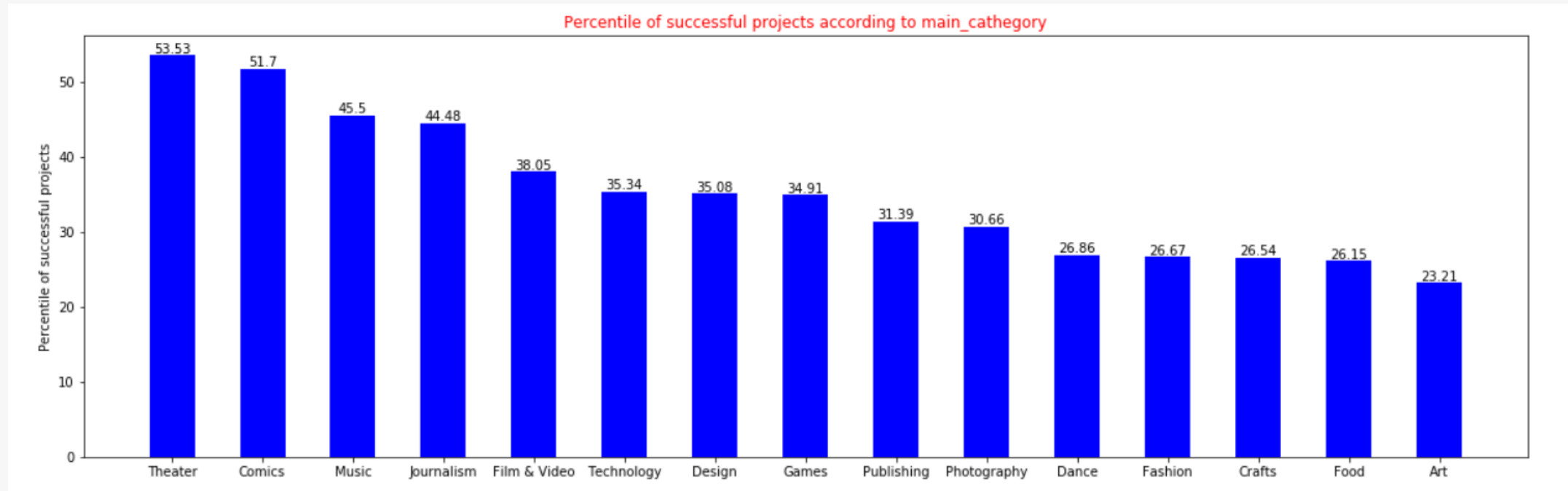Percentile of successful projects according to country

N,0" country – needs to be cleaned
Understand why US, GB, HK have higher success
rate then IT, AT, JP (for example)

Initial Analysis #category

There are categories which the probability that the project will succeed is higher
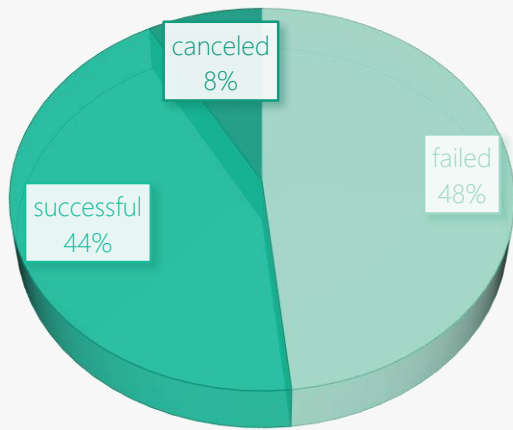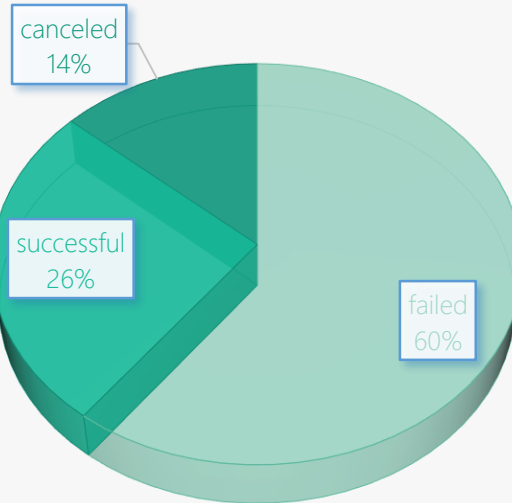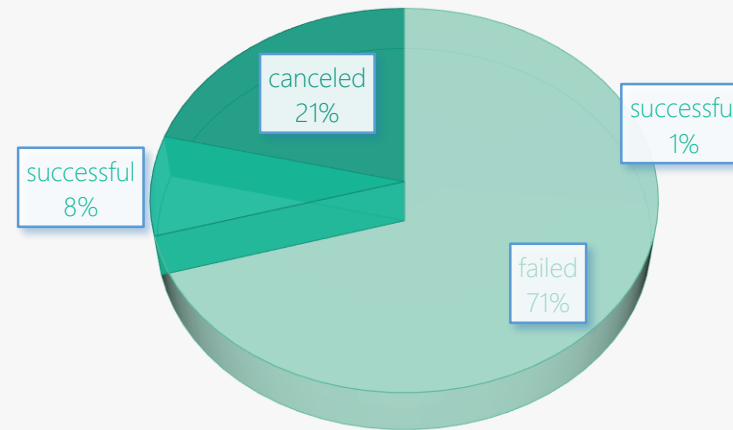TODO: cross country and catgeory

Initial Analysis

WE'RE ON
KICK
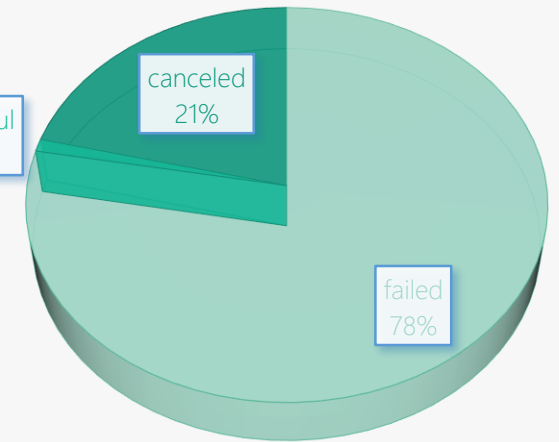STARTER

GOAL < 10K$

canceled
8%

successful
44%

failed
48%

10K$ < GOAL < 100K$

canceled
14%

successful
26%

failed
60%

100K$<GOAL<1M$

successful
8%

canceled
21%

failed
71%

GOAL>1M$

successful
1%

canceled
21%

failed
78%
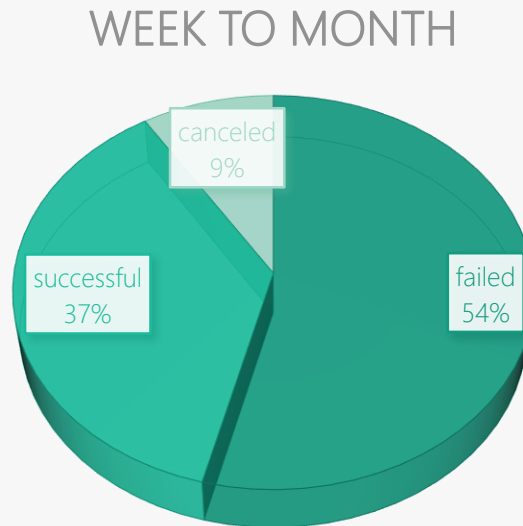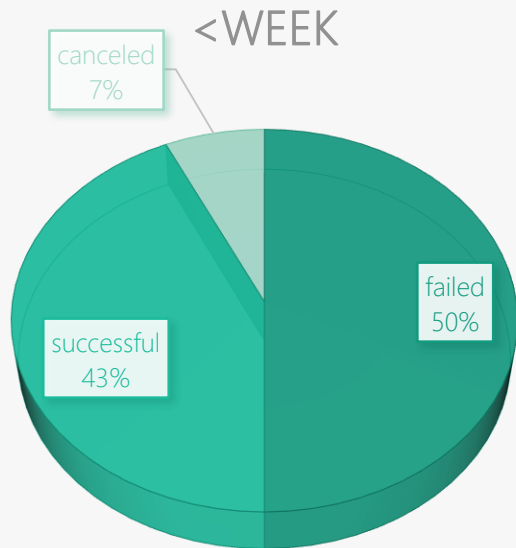
Greater Goal -> Lower success rate
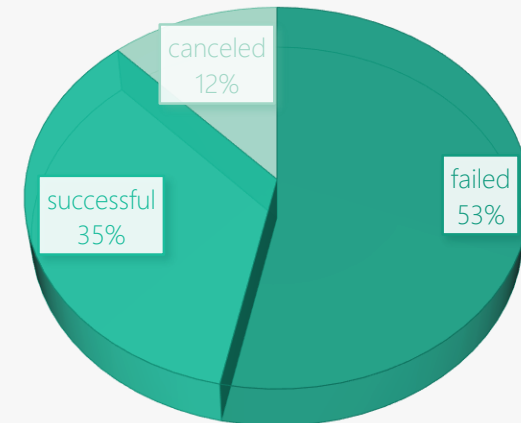
KICKSTARTER

Initial Analysis

#duration

* Two monts is the maximum amount of time
Seems like there's no correlation between success and duration. TODO: try finding a correlation between time on the year (month, holiday, special event) and success rate

More Analysis to Come...

- How does the name/description influence the status?
  - Does #words matter?
  - Does #syllables (difficult words) matter?
  - Specific key words promise success? (such as "machine learning")
- Does the economy status in the country influence?
  - Migrate with country/GDP dataset
- Does the happiness state in the country influence?
  - Migrate with World Happiness Report

Previous Work

Several previous works

- Most of them just clean the Dataset and try to predict whether the project is going to succeed

- ~60%-75% prediction accuracy

- One had interesting descriptive analysis but NO ~~PREDICTION~~

  - Analyse name/description, launch date period and more

We want **higher prediction accuracy**

We migrated **outside information** such as country's GDP

TODO: migrate further information such as cultural preferences, country's happiness report and more

More to come...

References

- Main Kickstarter projects DATASET
  - https://www.kaggle.com/kemical/kickstarter-projects
- Country / Gross Domestic Product DATASET
  - https://www.kaggle.com/stieranka/predicting-gdp-world-countries/data
- World Happiness Report DATASET
  - https://www.kaggle.com/unsdsn/world-happiness#2019.csv
- Previous works:
  - https://www.kaggle.com/rtatman/data-cleaning-challenge-scale-and-normalize-data
  - https://www.kaggle.com/shivamb/an-insightful-story-of-crowdfunding-projects