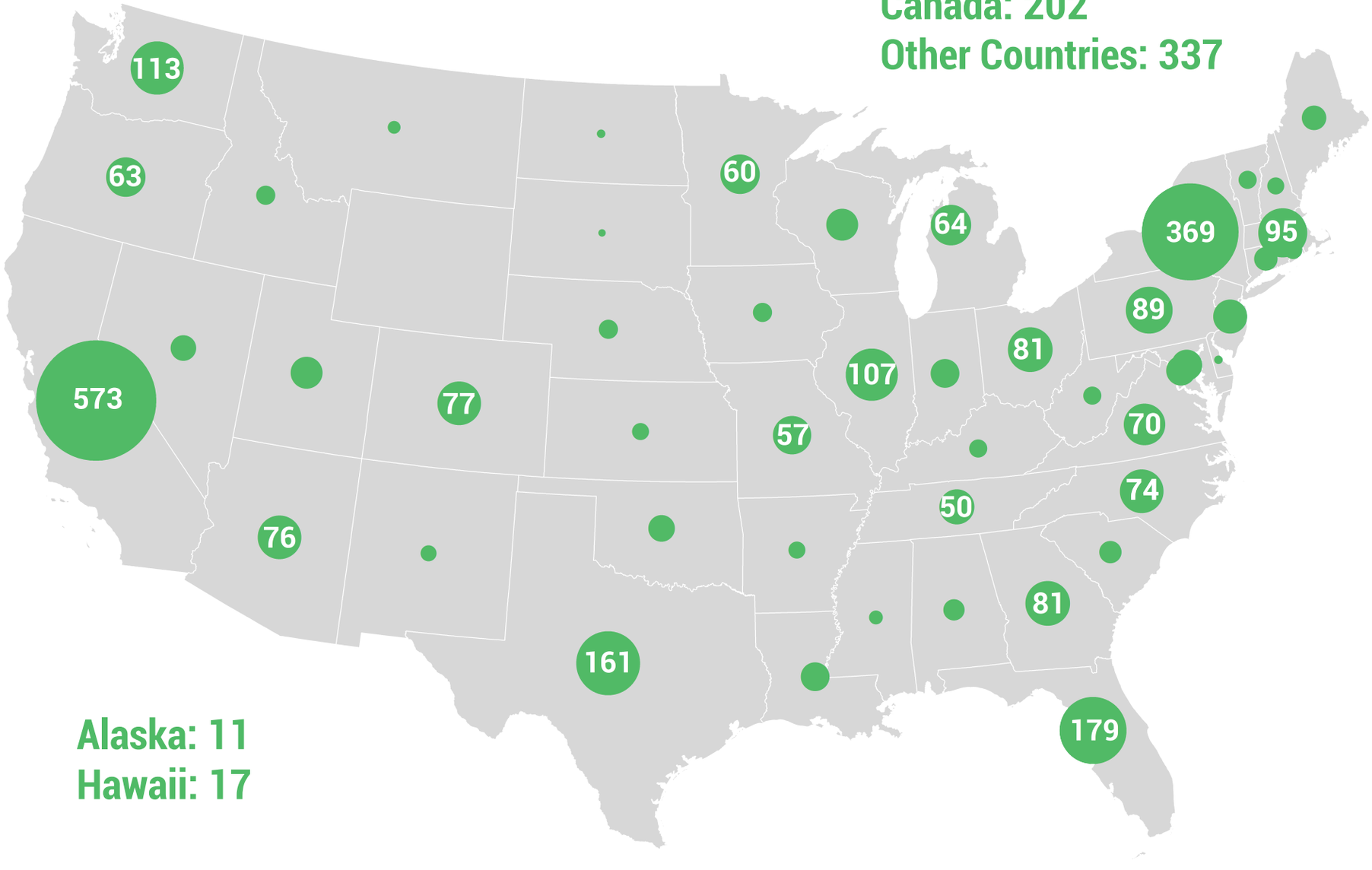
ANALYZING SCRAPED KICKSTARTER DATA

QUESTION: What are the linguistic and metadata factors most predictive of project funding?

PROJECTS BY STATE



DATA OVERVIEW

27% Projects Successfully Funded

median backers: 11

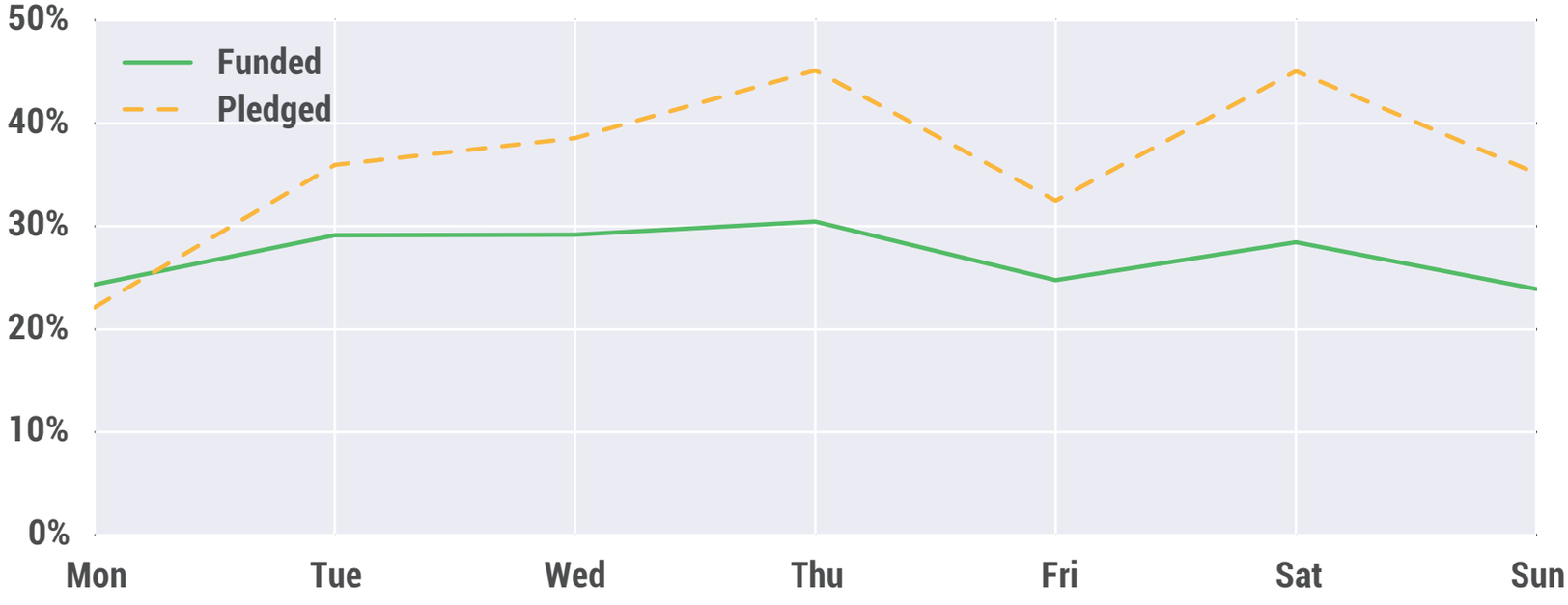
median words: 364

median goal: $6,000

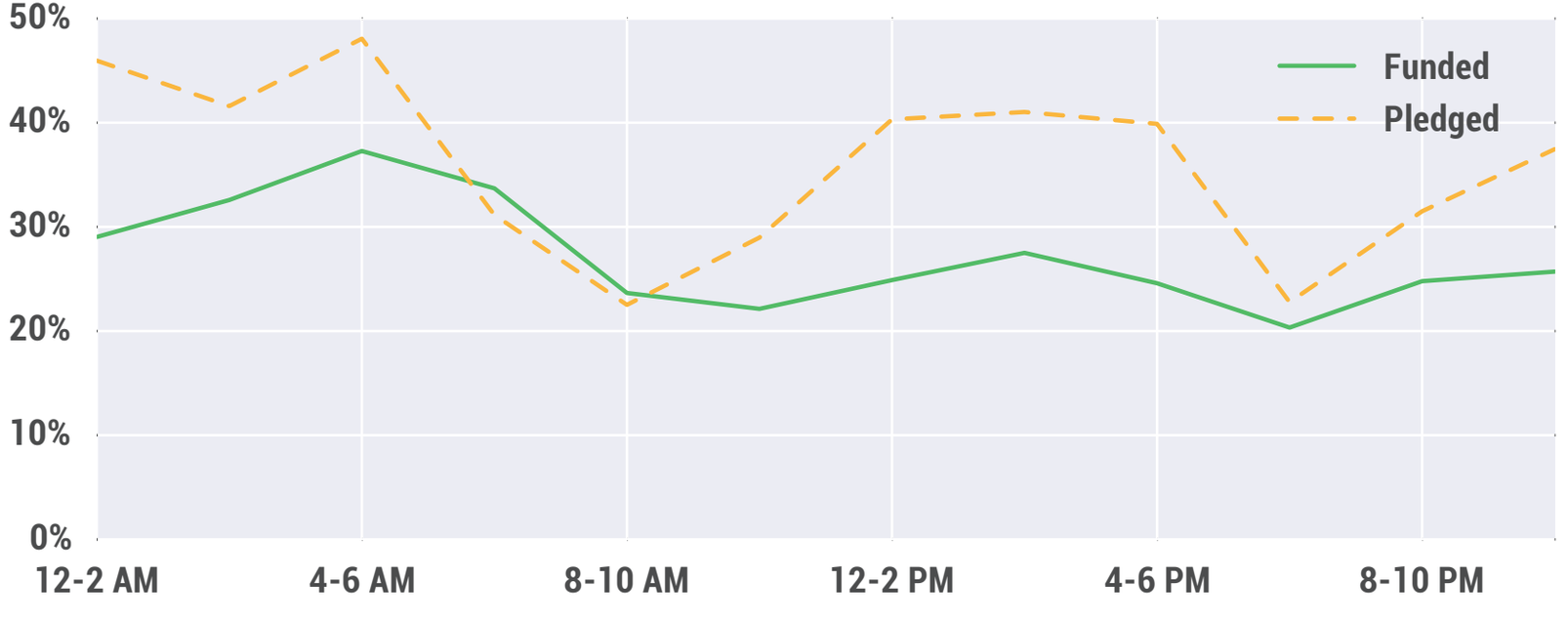
median pledged: $532

Average Percent of Goal Pledged **37%**

FUNDING TRENDS BY DAY + TIME

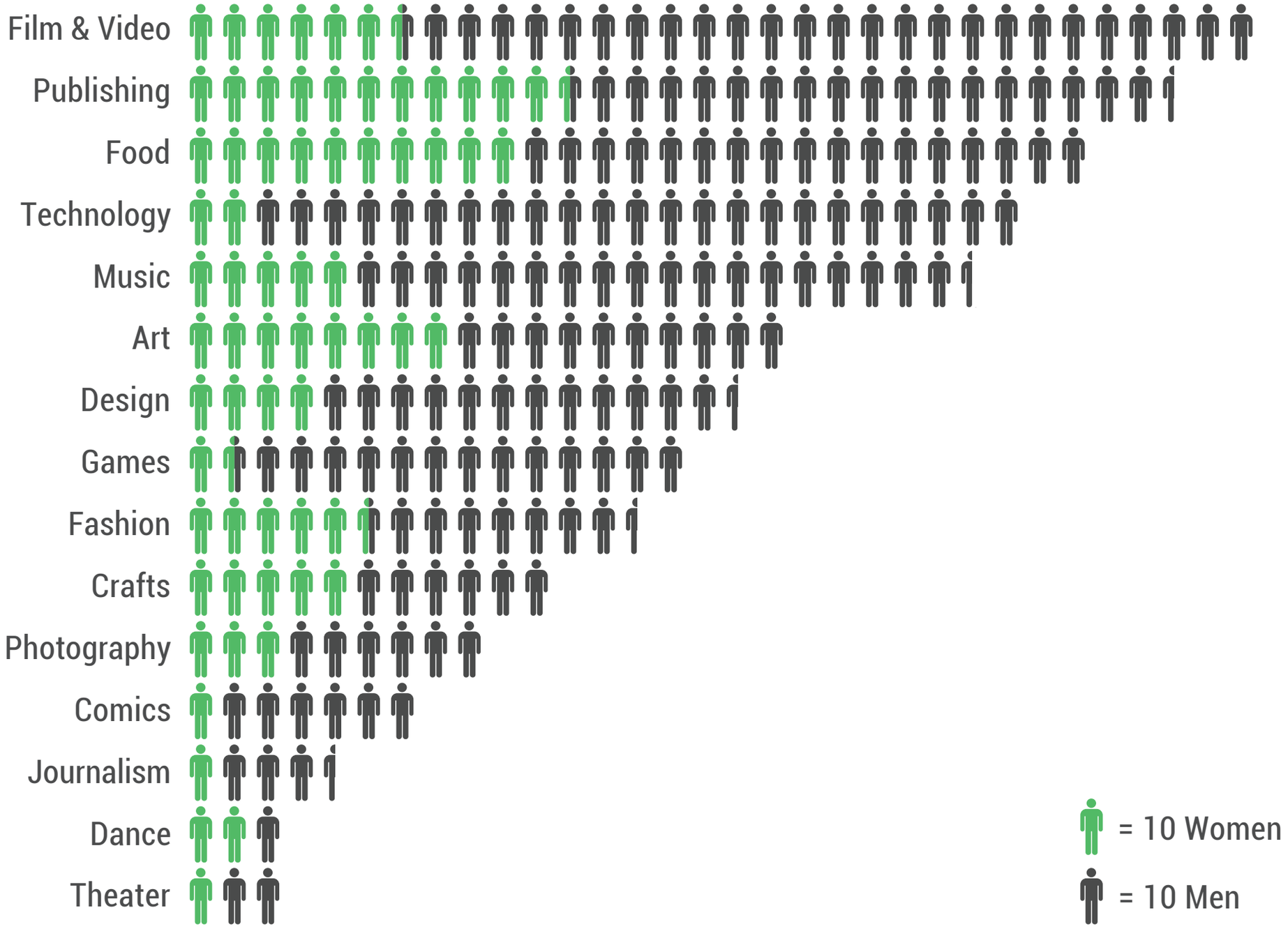


DAY of the WEEK



HOUR of the DAY

PROJECTS BY GENDER + CATEGORY



MODEL SELECTION

CONSIDERATIONS

Supervised Classification
binary dependent variable: **funded**

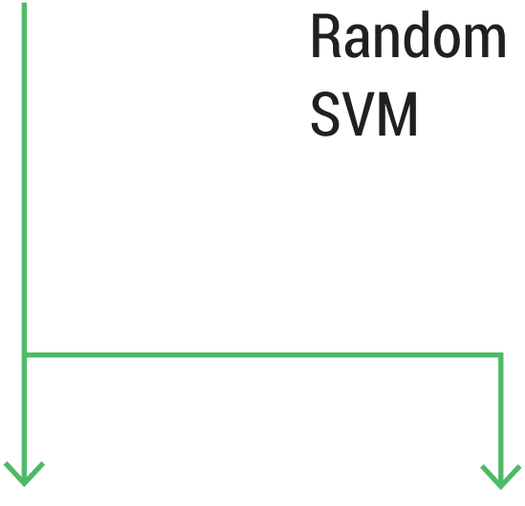
Modest Amount of Training Data
n ≈ 3900

High Dimensionality
hundreds of parameters

MODELING APPROACHES

Linear Classifier
Logistic Regression
SVM

Non-Linear Classifier
Decision Tree
Neural Network
Random Forest
SVM



Interpretable
Logistic Regression

Uninterpretable
SVM

FEATURE SELECTION + LOGISTIC REGRESSION

1 **Check Multicollinearity**
Bivariate correlations, superflous words

2 **Standardize Variables**
Z-scores for continuous variables

3 **Regularization**
Lasso with cross-validated grid search for parameter tuning

4 **Logistic Regression**
K-fold cross-validation to compare data and feature subsets (mean prediction accuracy: **74%**)

KEY FINDINGS

DON'T BE GREEDY

Projects with a goal of **$500 or less** are 80% more likely to get funded.
Projects with goals of **$10,001-$500,000** are over two times *less* likely to get funded.

USE YOUR WORDS

Projects with descriptions of **250 words or less** are twice as likely to end in failure.
The sweet spot is **751-1000 words**. A long blurb also helps.

PICK A DAY, ANY DAY

The day of the week your project ends has **no effect** on funding success.

ART DOESN'T PAY

Sorry, writers. **Publishing** projects are 12% less likely to be funded.

FOREIGN EXCHANGE RATE

Projects originating **outside the US or Canada** are about 7% less likely to be funded.

KEY WORDS

USE THESE		AVOID THESE
FUTURE		NEVER
THANKS		FRIEND
COMMUNITY	⟷	PUBLIC
MAKE		SYSTEM
BUILDING		PRODUCTION
CREATIVE	⟷	ORIGINAL
SUCCESSFUL	⟷	GOOD
DREAM	⟷	IDEA
HOPE		SMALL
REALITY		AMERICAN
FINISH		PRICE
HELP	⟷	PLEDGE