

**PROJECTS ON**

**KICKSTARTER**

**AN ANALYSIS.**

**BUT FIRST,**

**WHAT IS KICKSTARTER?**

**HOW MANY CAMPAIGNS  
DID WE LOOK AT?**

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**377159**

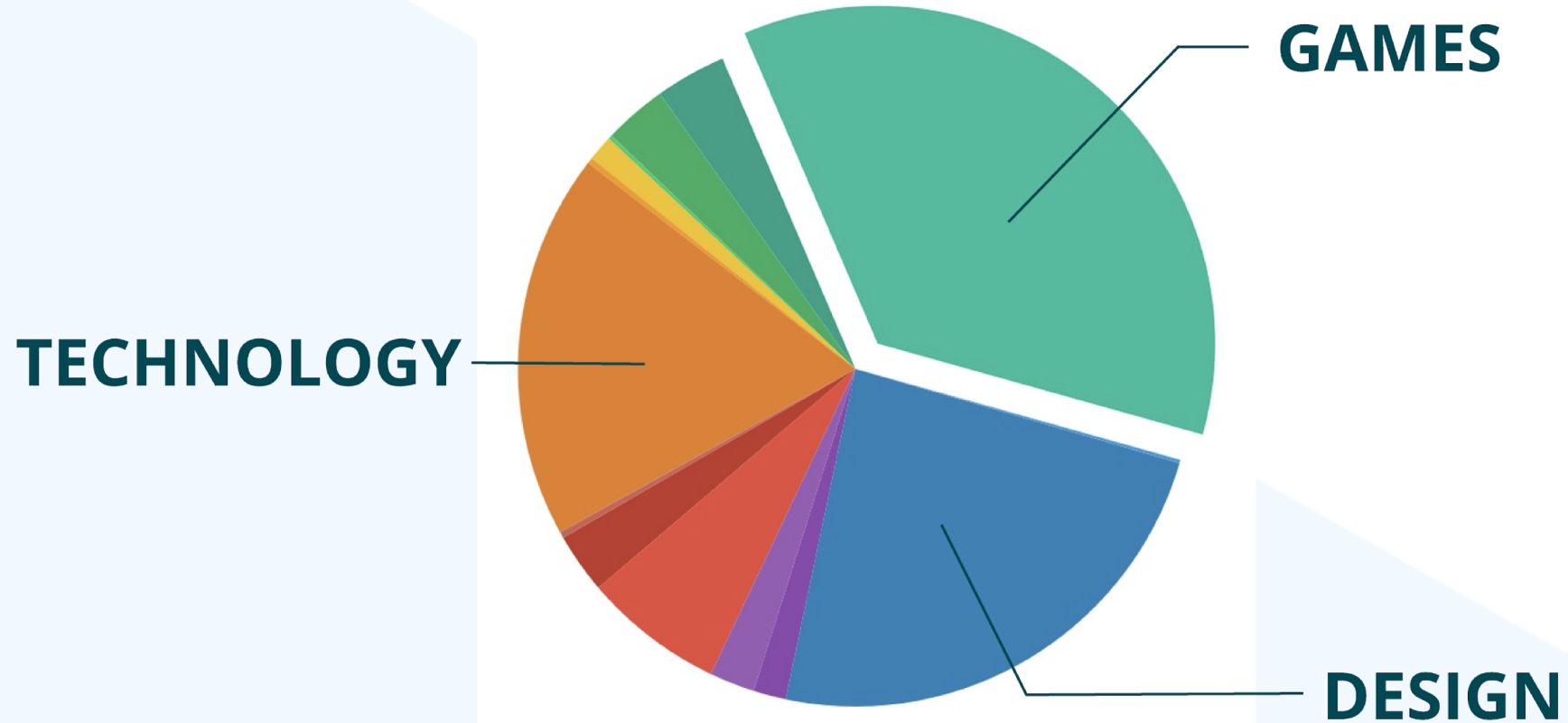
**2010 - 2017**

**WHAT ARE THE FACTORS THAT  
CONTRIBUTE TO A KICKSTARTER  
CAMPAIGN'S SUCCESS?**

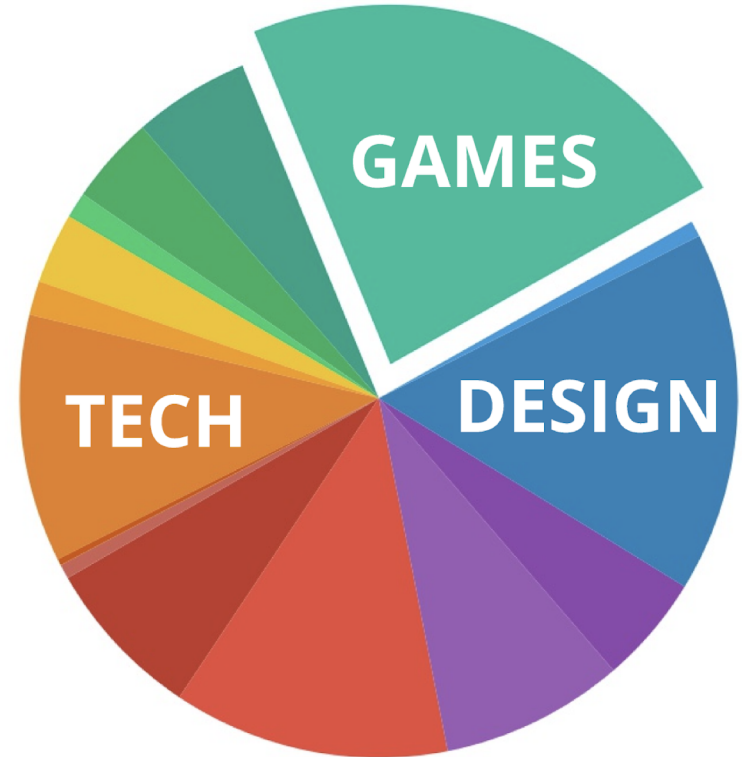
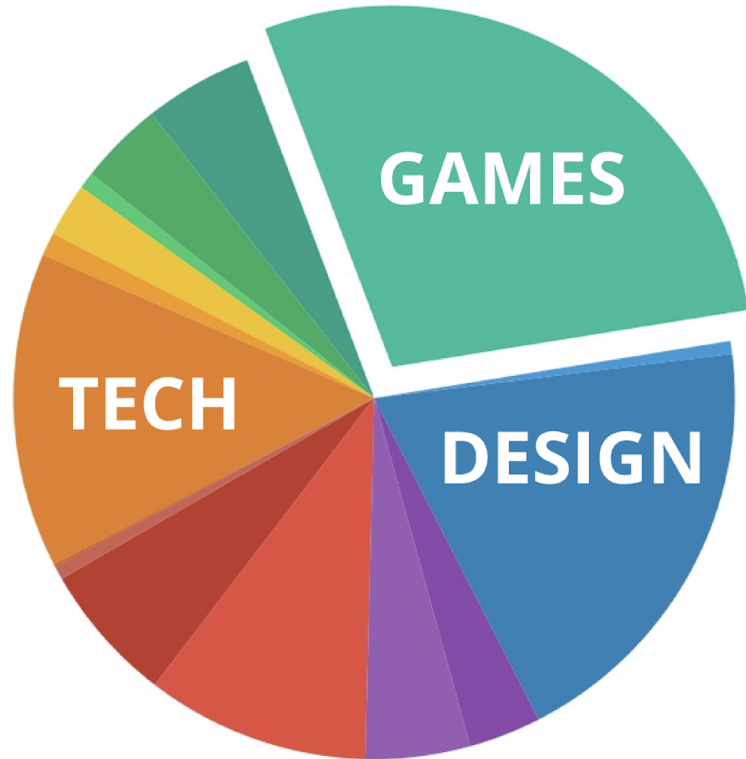
**IT'S ALL ABOUT THE  
*BACKERS*, BUT**

**WHAT DO THEY LIKE?**

# CATEGORIES OF FIRST PERCENTILE OF SUCCESSFUL PROJECTS



# CATEGORIES OF FIFTH AND TENTH PERCENTILE OF SUCCESSFUL PROJECTS





**HOW ACCURATELY CAN AN ML  
MODEL **PREDICT THE OUTCOME** OF  
A PROJECT?**

**goal amount**  
+  
**main category**  
+  
**duration**  
+  
**launch month**  
+  
**number of backers**

**= 92%**  
**ACCURACY**

goal amount  
+  
main category  
+  
duration  
+  
launch month  
-  
number of backers

= **62%**  
ACCURACY

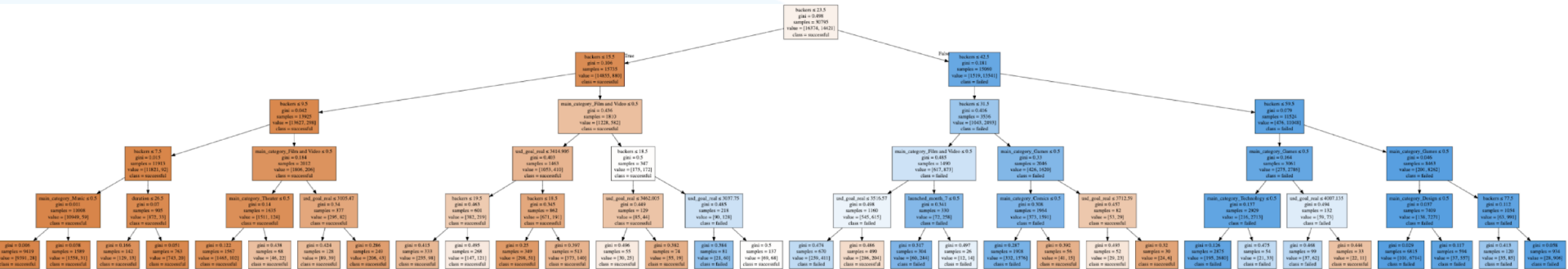
**BUT HERE'S THE CAVEAT:**

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**YOU CAN'T TRUST  
THE BACKERS.**

**(AS A DETERMINING FEATURE)**

# THE DECISION TREE: OUR PREDICTIONS WEREN'T CONSISTENT...



**KICKSTARTER IS A *GLOBAL*  
PLATFORM.**

**DO PROJECT SUCCESS RATES**

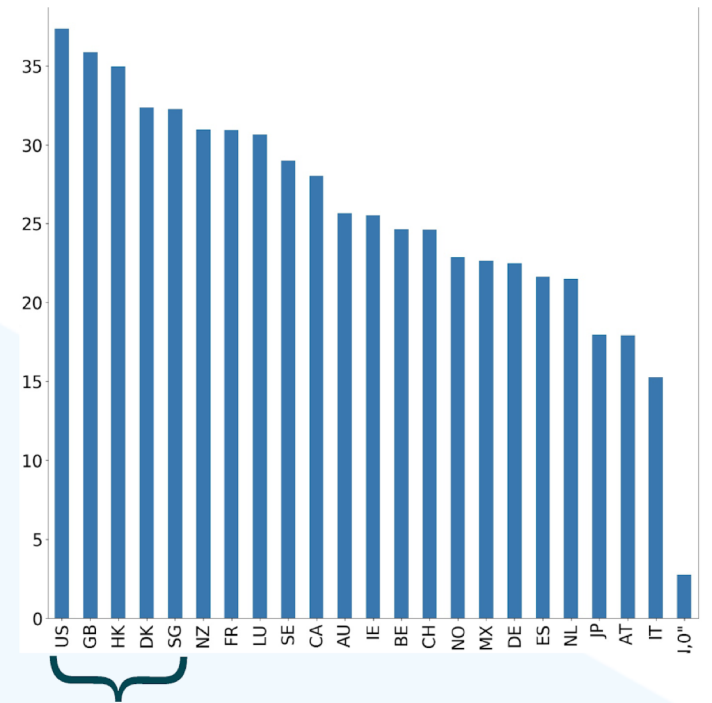
**DIFFER ACROSS COUNTRIES?**

## TOP 5 REGIONS:

UNITED STATES  
UNITED KINGDOM  
HONG KONG  
DENMARK  
SINGAPORE

37.34%  
35.86%  
34.95%  
32.35%  
32.25%

## PROJECT SUCCESS RATES ACROSS DIFFERENT COUNTRIES

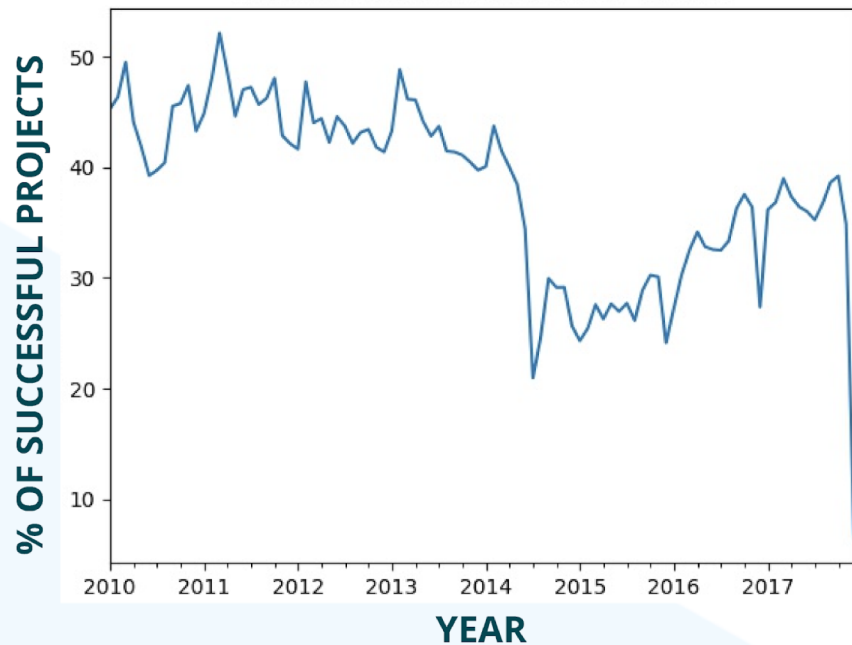
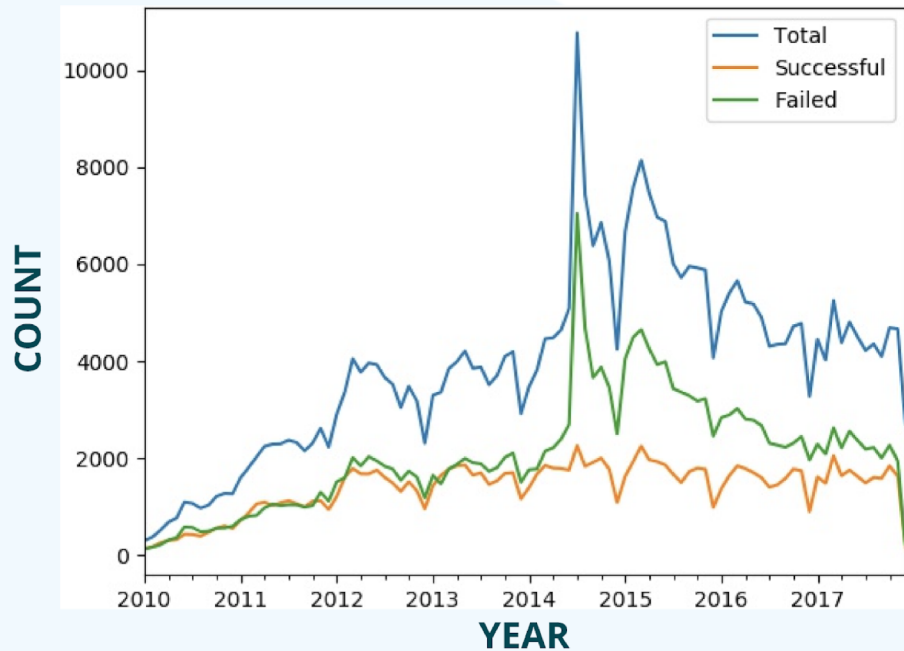




**WHAT ABOUT *SEASONALITY*?**

**IS THE **LAUNCH TIME** OF A  
CAMPAIGN A BIG FACTOR?**

# LAUNCH TIME VS. SUCCESS



**THANKS FOR LISTENING!**