Measuring social succes @ growfunding.be

a research project funded by Odisee

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Frederik Lamote
Civic Crowdfunding voor Brussel & omgeving

Brussel bougert. Onze stad inspireert en inspireert. Crowdfunding helpt je om van jouw idee een project te maken. Crowdfunding is je project financieren. Het is (leen) communiceren en nieuwe mensen ontmoeten. Crowdfunding is samen sted maken van onder uit.

Ontdek alle projecten

<table>
<thead>
<tr>
<th>Project</th>
<th>Slaagratio</th>
<th>Opgehaald</th>
<th>Grofwunders</th>
<th>Rewards</th>
<th>Participanten</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boentje café</td>
<td>76%</td>
<td>€719.850</td>
<td>7.124</td>
<td>12.435</td>
<td>8.843</td>
</tr>
<tr>
<td>L'Annexe Brasserie Fermoselle van Brussel</td>
<td>76%</td>
<td>€330.000</td>
<td>675</td>
<td>6.135</td>
<td>2.123</td>
</tr>
</tbody>
</table>
Project Goals

Can growfunding.be become a **sustainable digital community platform**?

Can data mining / analysis help to **understand / predict the succes of a project / platform**? (e.g. Uses in profit sector)

Financial succes or **Social succes**?
Project Goals

- data captation
- data analysis
- data visualisation
- visual knowledge discovery
Data Mining

• Data Mining, (knowledge discovery) is an analytic process designed to explore data (usually large amounts of data) and use intelligent algorithms in search of consistent patterns and/or systematic relationships between variables.

• We need to explore data from
  • Project descriptions
  • Website statistic's // Donations
  • Social media.
Social success
Literature : prediction of crowdfunding succes

Decision Tree learning is used to predict the succes of Kickstarter projects.

-> ~ 73% accuracy on day 0 - ~ 87% day 1 – 90 % day 7
-> the first two days are most essential for the prediction
-> dynamic features are important

Data in growfunding.be

<table>
<thead>
<tr>
<th>Kenmerk</th>
<th>Beschrijving</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>goal</td>
<td>Doelbedrag in euro van project</td>
<td>Integer</td>
</tr>
<tr>
<td>numOfDonations</td>
<td>Aantal donaties per project</td>
<td>Integer</td>
</tr>
<tr>
<td>period</td>
<td>Tijdsduur van project in dagen</td>
<td>Integer</td>
</tr>
<tr>
<td>numOfAttentions</td>
<td>Aantal attenties per project</td>
<td>Integer</td>
</tr>
<tr>
<td>succes</td>
<td>Ratio van succes (opgehaald bedrag / doelbedrag)</td>
<td>Double</td>
</tr>
<tr>
<td>collected</td>
<td>Opgehaald bedrag in euro van project</td>
<td>Integer</td>
</tr>
<tr>
<td>succesbool</td>
<td>Project geslaagd</td>
<td>Boolean</td>
</tr>
<tr>
<td>averageDonation</td>
<td>Gemiddelde donatie in euro per project</td>
<td>Double</td>
</tr>
<tr>
<td>hasVideo</td>
<td>Video aanwezig</td>
<td>Boolean</td>
</tr>
<tr>
<td>hasFacebook</td>
<td>Facebook connectie aanwezig</td>
<td>Boolean</td>
</tr>
</tbody>
</table>

**Decison Tree Learning @ growfunding**

*Projects with less than 4 rewards have little hope for succes*

*But also growfunding has a high succes rate! Is prediction really what we need here? Do we have dynamic features?*
New Data Trackers

Who is donating? Do you know him / her? How close is he/she to your network?

-> 2 ways of identifications (50% – 50%)
## New Data Trackers

### YouTube

<table>
<thead>
<tr>
<th>Video</th>
<th>Watch time (minutes)</th>
<th>Views</th>
<th>Average view duration</th>
<th>Average percentage Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>video FR NL</td>
<td>246 (23%)</td>
<td>209 (26%)</td>
<td>1:10</td>
<td>74%</td>
</tr>
<tr>
<td>Our House Kitchen ENG FR</td>
<td>83 (8.4%)</td>
<td>35 (4.4%)</td>
<td>2:21</td>
<td>74%</td>
</tr>
<tr>
<td>Fieternolten</td>
<td>73 (7.5%)</td>
<td>51 (6.4%)</td>
<td>1:26</td>
<td>77%</td>
</tr>
<tr>
<td>The Brussels Binder</td>
<td>65 (6.6%)</td>
<td>61 (7.7%)</td>
<td>1:04</td>
<td>57%</td>
</tr>
<tr>
<td>Vroumkees</td>
<td>51 (5.1%)</td>
<td>36 (4.5%)</td>
<td>1:25</td>
<td>66%</td>
</tr>
<tr>
<td>Planetarium</td>
<td>50 (5.0%)</td>
<td>43 (5.4%)</td>
<td>1:09</td>
<td>59%</td>
</tr>
<tr>
<td>Hallerbos</td>
<td>49 (5.0%)</td>
<td>54 (6.8%)</td>
<td>0.54</td>
<td>88%</td>
</tr>
<tr>
<td>dekkera FR NL</td>
<td>39 (3.9%)</td>
<td>30 (3.8%)</td>
<td>1:17</td>
<td>78%</td>
</tr>
<tr>
<td>Vroumkees NL FR</td>
<td>34 (3.4%)</td>
<td>18 (2.3%)</td>
<td>1:52</td>
<td>86%</td>
</tr>
<tr>
<td>FILM Crowdfunding NL FR</td>
<td>28 (2.9%)</td>
<td>22 (2.8%)</td>
<td>1:17</td>
<td>51%</td>
</tr>
<tr>
<td>Cooking with abu NL FR</td>
<td>25 (2.4%)</td>
<td>25 (3.2%)</td>
<td>1:00</td>
<td>76%</td>
</tr>
<tr>
<td>Tony Blend</td>
<td>25 (2.3%)</td>
<td>22 (2.8%)</td>
<td>1:07</td>
<td>88%</td>
</tr>
<tr>
<td>Hassein Rasam: crowdfunding for Migration AL...</td>
<td>14 (1.4%)</td>
<td>15 (1.9%)</td>
<td>0.55</td>
<td>51%</td>
</tr>
<tr>
<td>Our House ENG FR</td>
<td>12 (1.2%)</td>
<td>5 (0.6%)</td>
<td>2:19</td>
<td>81%</td>
</tr>
<tr>
<td>Crowdfunding babytheek</td>
<td>10 (1.1%)</td>
<td>6 (0.8%)</td>
<td>1:44</td>
<td>68%</td>
</tr>
<tr>
<td>Brasset</td>
<td>10 (1.0%)</td>
<td>6 (0.8%)</td>
<td>1:35</td>
<td>64%</td>
</tr>
<tr>
<td>Jenelbroudegaas2</td>
<td>9 (0.9%)</td>
<td>10 (1.3%)</td>
<td>0.54</td>
<td>74%</td>
</tr>
<tr>
<td>BOENJIE FR-NL</td>
<td>9 (0.9%)</td>
<td>4 (0.5%)</td>
<td>2:10</td>
<td>97%</td>
</tr>
<tr>
<td>Vroumkees ENG</td>
<td>9 (0.9%)</td>
<td>8 (1.0%)</td>
<td>1:04</td>
<td>49%</td>
</tr>
<tr>
<td>Valieron FR NL</td>
<td>9 (0.9%)</td>
<td>6 (0.8%)</td>
<td>1:24</td>
<td>56%</td>
</tr>
</tbody>
</table>
New Data Trackers

How to track users and how to link them to donations?
New Data Trackers

What are popular hits on a project’s page?
New Data Trackers

Ask users their opinion
A social network of a successful project

Project: Bar Eliza
Live Stats & Dashboards

Civic Crowdfunding voor Brussel & omgeving

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- 77% succesratio
- €835.215 opgehaald
- 105 projecten
- 8.461 grootfunders
- 14.334 rewards
- 16.923 participanten
Analytics.growfunding.be

Visualisation of the growfunding data

Experimentation tool
The platform has its own dashboards
The platform has its own dashboards
Each project has its own dashboard
Each project has it’s own heatmap
Each project has it’s own heatmap.
How to compare them?
Finding dynamics clusters

Brouwerij Stoemelings

Schapenkaas

Pop-up park
Some new Insights on dynamics?
Dynamics of a project
Dynamics in stages
Dynamics of very succesfull projects
Learn from others
Data-analysis in profit sector?

Facebook Privacy: 25 Things The Social Network Knows About You

Facebook knows a surprising amount about us – information we willingly volunteer. From that information you can be slotted into a demographic, your "likes" recorded and relationships monitored. Here are 25 things Facebook knows about...

READ MORE

How Much Does Google Really Know About You?

READ MORE

Amazon

35% of Amazon’s revenue are generated by its recommendation engine.

Netflix

75% of users select movies based on Netflix’s recommendations.

Vlaamse KMO’s?
DataSmart Online Ondernemen
Onderzoeksproject van de Odisee Hogeschool

Katja Verbeeck, Matthias De Schoenmaecker (ICT)
Saskia Vanden Eede, Cathy Carlier (marketing)
Wanneer: dinsdag 26 juni 2018 - 18u3
Waar: Odisee Campus Dirk Martens, Kwalestraat 154, 9320 Aalst - Lokaal: StudiO2 (3e verdieping)