ABSTRACT

Crowdfunding platform is a place where startup shows off publicly their idea for the purpose to get their project funded. Crowdfunding platform such as Kickstarter are becoming popular today, it provides the efficient way for startup to get funded without liabilities, it also provides variety project category that can be participated.

There is an available safety procedure to ensure achievable low-risk environment. The startup promoted project must accomplish their funded goal target. If they fail to reach the target, then there is no investment activity take place. It motivates startup to be more active to promote or disseminate their project idea and it also protect investor from losing money.

The study objective is to predict the successfulness of proposed project and mapping investor trend using data mining framework. To achieve the objective, we proposed 3 models. First model is to predict whether a project is going to be successful or failed using K-Nearest Neighbour (KNN) with 99,04% accuracy. Second model is to predict the number of successful project using Artificial Neural Network (ANN) with 83,3% accuracy. Third model is to map the trend of investor in investing the project using K-Means clustering algorithm using k optimal = 6. The results of those models can help startup or investor to make decision regarding startup investment.