**👀 Product Vision Document**

This is the template for the Product Vision Document that teams complete after their initial icebreaker. The PVD is crucial to the planning phase and **is mandatory for all groups to complete before starting their project.**

# **☝️ Proposal**

* What problem does your app solve?

By leveraging various machine learning techniques such as NLP/Regression/NN, Kickstarter Success can help predict how successful a Kickstarter campaign will be based on various features such as (monetary goal, description, campaign length, categories, etc)

* What is the mission statement?
  + Train a predictive model that predicts Kickstarter campaign success or failure(binary target variable.)
  + Deploy model via Flask API so that predictions can be displayed to a user.

**💡 Features**

* What features are required for your minimum viable product?
  + Front-end interface for the user to input Kickstarter campaign parameters and get prediction of whether the campaign will succeed or fail.
  + HTML/CSS/Flask API for deployment
  + Model that can make predictions if a particular campaign will succeed or fail
* What features may you wish to put in a future release?
  + TBD
* What features will be removed?
  + Any data leakage inducing features (potentially: spotlight, pledged)
  + Redundant features that don’t add to class separability of the target variable.

# **🛠 Frameworks - Libraries**

* What 3rd party frameworks/libraries are you considering using?
  + Sklearn, Numpy, Pandas, Flask, Tensorflow, Keras, Spacy
* *Do the APIs you need require you to contact them to gain access?*
  + We can use a web scraping robot that crawls all Kickstarter projects and collects data in CSV and JSON formats
* Are you required to pay to use said API(s)?

No.

# **🧮 For Data Scientists**

* Describe the established data source with at least rough data able to be provided on day one.
  + Web Robots scraper
  + https://webrobots.io/kickstarter-datasets/
* Write a description of what the data science problem is. What uncertainty or prediction are you trying to discover? How could this data be used to find a solution to this problem?
  + We are trying to build a predictive model that would have the capabilities of predicting if a certain Kickstarter campaign will succeed or fail based on certain features, with acceptable accuracy. This predictive model hopes to provide potential campaign creators with an accessible tool that would help them assess if their campaigns would likely be successful or not.

# **🎯 Target Audience**

* Who is your target audience? Be specific.
  + Anyone looking to raise funds on Kickstarter platform
* What feedback have you gotten from potential users?
  + We have received no feedback from potential users
  + TBD
* Have you validated this problem and your solution with a target audience? Describe how.
  + TBD

# **🔑 Prototype Key Feature(s)**

* How long do you think it will take to implement these features?
  + We hope to be able to deliver and deploy an MVP by 1 week.
* Do you anticipate working on stretch functionality after completion of a Minimal Viable Product?
  + Yes, we believe we will be able to discover most important features with highest predictive power
  + We believe we can create visual recommendations to user that illustrate potential for improvement. (ex: you're in the green zone in terms of campaign length, but your funding goal is in the red zone).