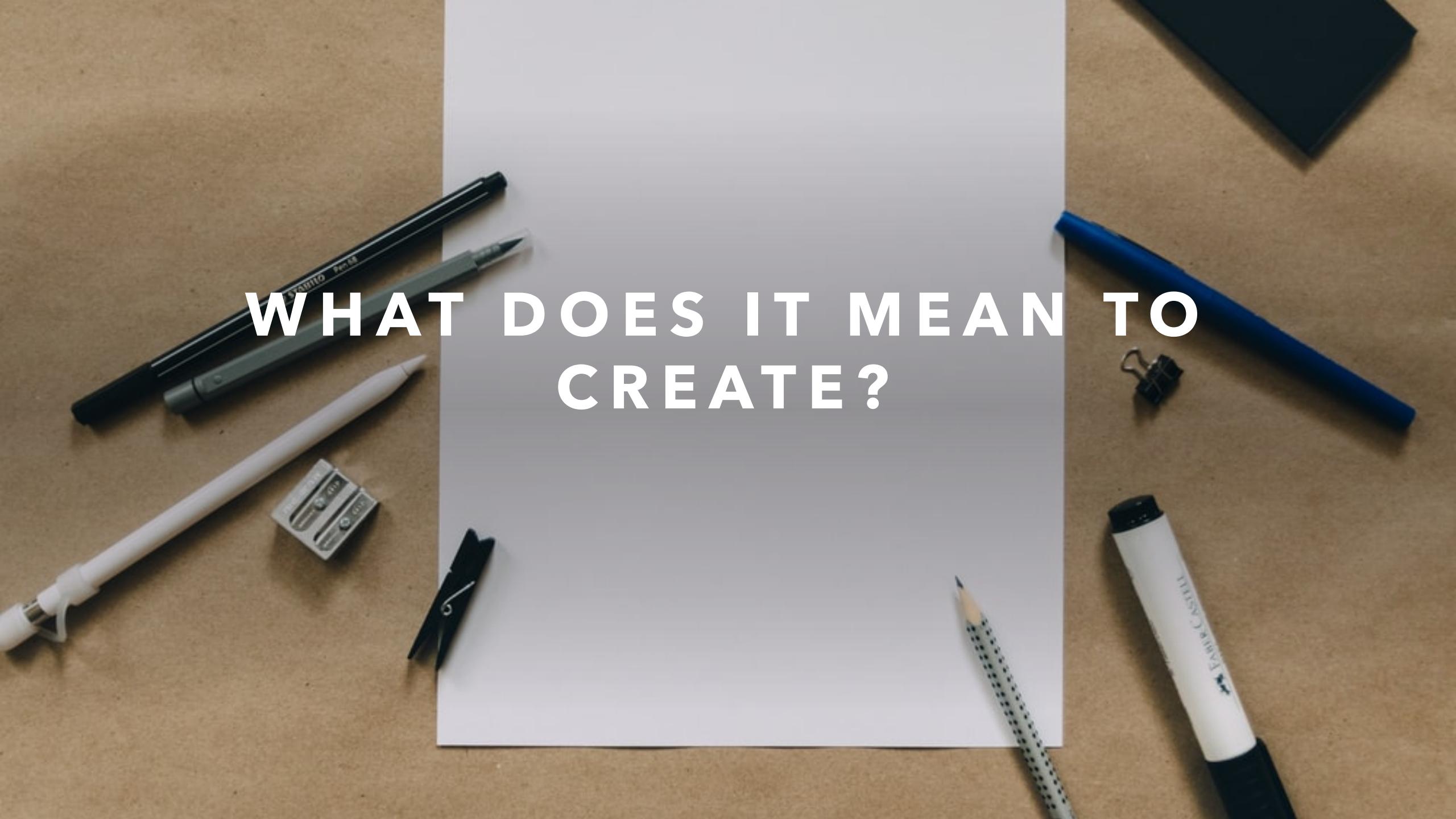




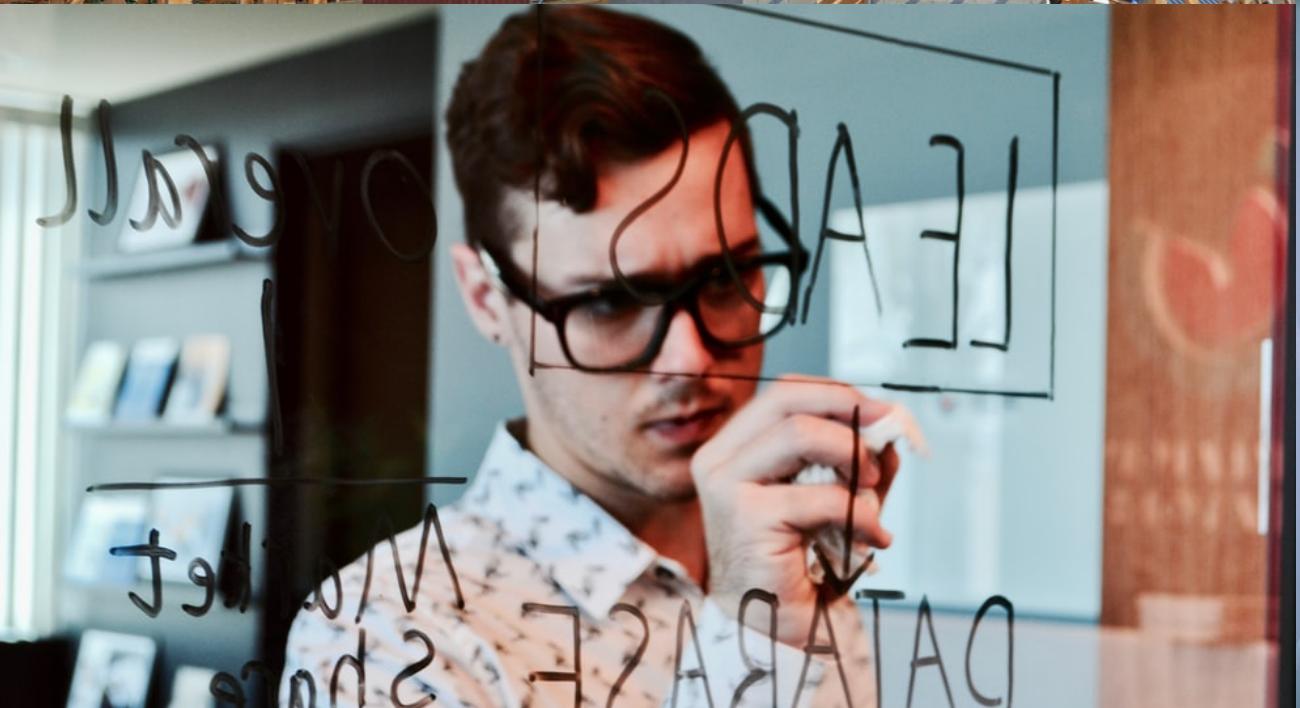
PRODUCT CREATION

USING:

KICKSTARTER DATA



WHAT DOES IT MEAN TO
CREATE?



A photograph showing a person's hands sketching a deer's head on a piece of paper. The person is using a pencil and holding the paper steady with their left hand. In the background, several photographs of deer heads are laid out on a surface, serving as reference. One photo shows a deer from a front-three-quarter angle, another shows a close-up of the head, and others show different views. A red eraser is visible in the bottom right corner.

GOOD ARTISTS COPY;
GREAT ARTISTS STEAL

WHAT WE WILL COVER

OVERVIEW



Why Kickstarter



Analysis
Walkthrough



Findings



Recommended
Actions



WHY KICKSTARTER?

MARKET RESEARCH





ANALYSIS WALKTHROUGH

LOGISTIC REGRESSION

200,000
OBSERVATIONS

15
CATEGORIES

TOO MANY
FEATURES

4
MODELS



BASELINE

62%

PREDICTION

85%



SUCCESS



NOW WHAT?

FINDINGS





PEOPLE & GOALS

A man in a dark suit stands in a doorway, facing away from the camera. He is positioned in front of a large, textured wall. The lighting is dramatic, casting deep shadows and highlighting the texture of the wall. The overall mood is somber and contemplative.

NOW WHAT?

RECOMMENDATIONS

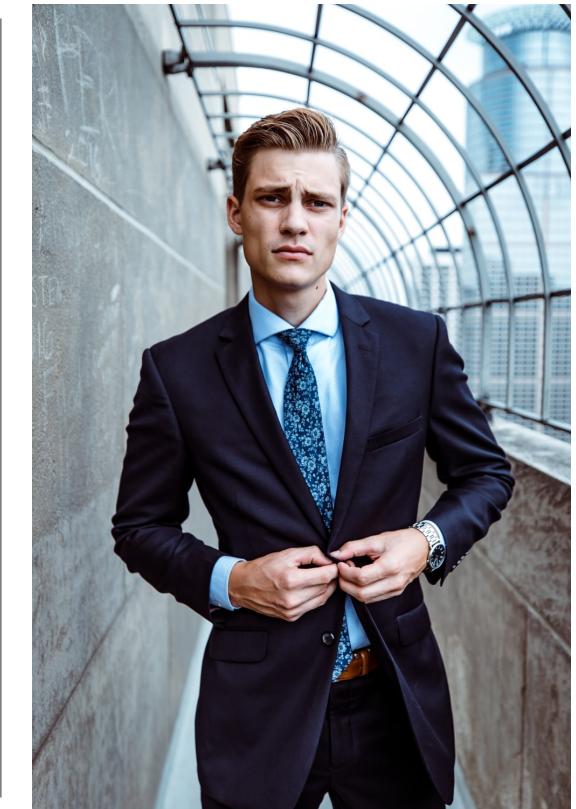


A photograph of two women sitting at a wooden desk in front of a brick wall. A laptop is open on the desk. The woman on the left, wearing glasses and a blue top, is smiling and looking towards the woman on the right. The woman on the right has long dark hair and is also smiling. They appear to be engaged in a friendly conversation or collaboration.

CHOOSE BASED ON
INTEREST

CONSIDER NUMBER OF
BACKERS

CONSIDER FINANCIAL
GOAL





QUESTIONS