Joe Hernandez

Data Mining – Final Project Proposal

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Data Mining Proposal

Kickstarter has been a revolutionary platform for innovative individual/group ideas using crowdfunding. Those who support the projects often receive an incentive for helping these entrepreneurs achieve their goals such as prototypes, merchandise, acknowledgements, and other means. Sometimes these projects receive sufficient funding and deliver. Other times they miss their goal and cannot deliver. The last outcome is they receive funding and do not deliver. Given such outcomes some categories of projects typically receive more funding than others. This begs the question if Kickstarter should continue attempting to support some of their unsuccessful categories. The proposal is to find the successful categories and find what criteria allowed for such campaigns to be successful.

Data

The data will consist of lists of Kickstarter campaigns in 2016. The records will be cleaned up to focus primarily on campaigns launched in 2016 with a deadline of the same year. This will consist of 50,000 rows of data. The variables this data will include: Category, Main Category, Goal, USD Pledged, State, and Backers.

Techniques

The techniques used for this mining project will include

Cluster Analysis

Decision Tree Modeling

Model Evaluation