

Predicting If NFTs Will Sell or Not

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NFT

- ❑ What is an NFT?

- ❑ Bored Ape Yacht Club →



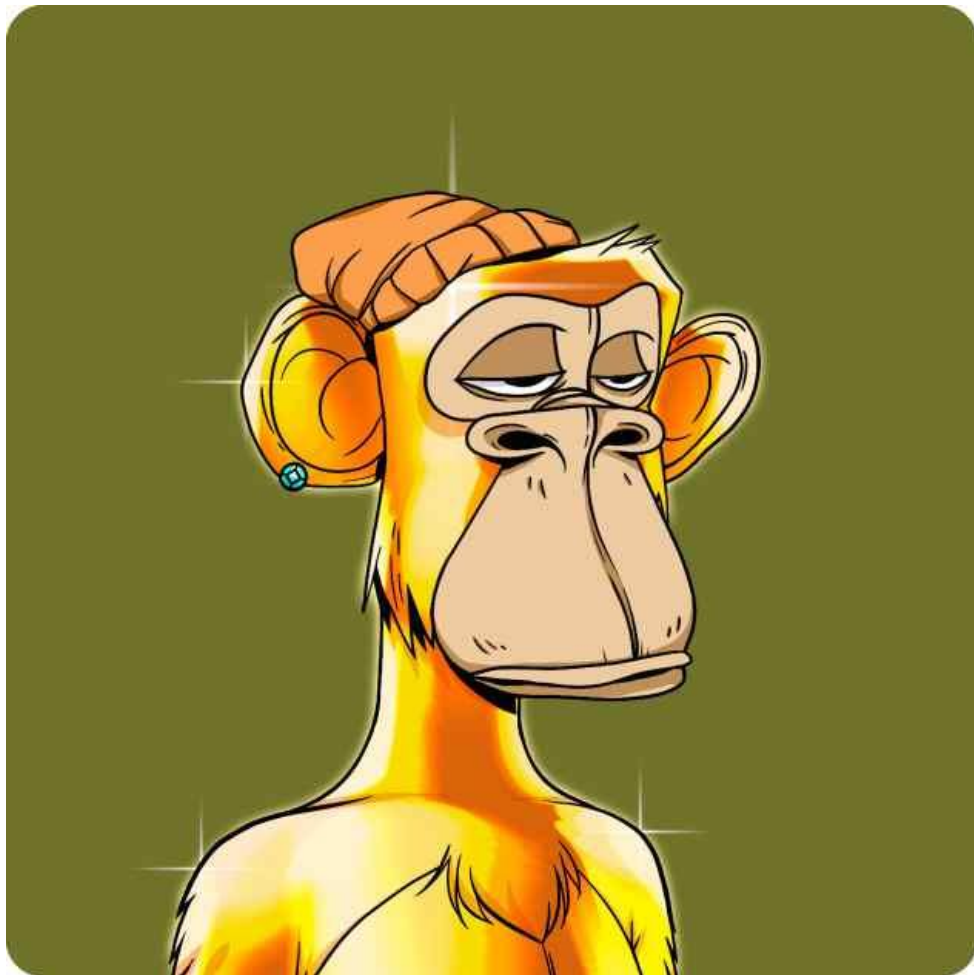
UNDERSTANDING

- ❑ 2017 → \$30 million
- ❑ \$7 billion in market capitalisation
- ❑ Between \$70 and \$600 minting fees



BUSINESS PROBLEM

- ❑ Most NFT **will not** sell
- ❑ Will your NFT sell?



DATA SOURCE



- ❑ OpenSea is the most common marketplace for NFTs
- ❑ About 33k rows



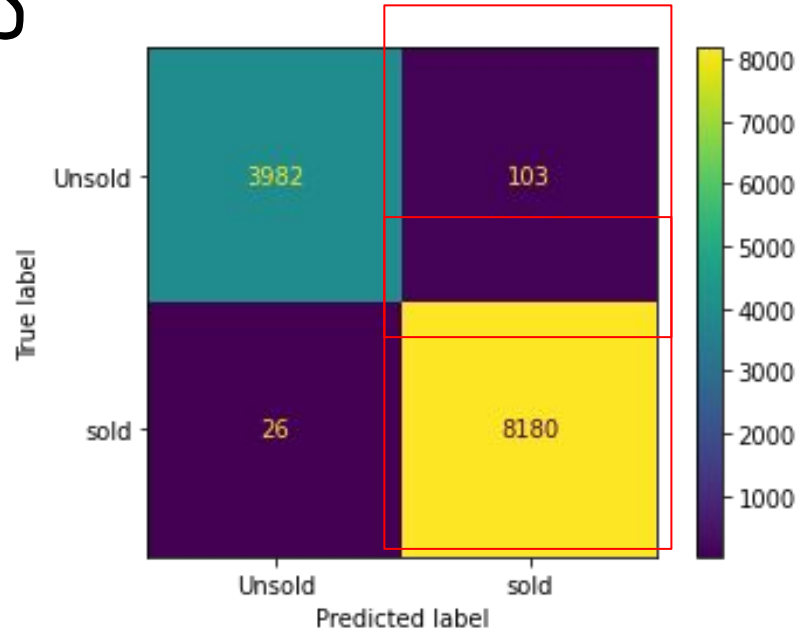
DATA LAYOUT

- ❑ Sales information
- ❑ Assets information
- ❑ Collection information
- ❑ Creators attribute



MODEL AND RESULTS

- ❑ Decision Tree
- ❑ 95% accuracy
- ❑ Precision score 96%



INTERESTING FIND

- ❑ Older artwork sells better
- ❑ Larger fanbase
- ❑ Total supply



RECOMMENDATION

- ❑ Promote classical artwork
- ❑ Partner with creators with large fanbase
- ❑ Increase hype around artwork



Future Work

- ❑ Deploy the model
- ❑ Gather a larger range of data based on collections



Thank you

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