Project proposal

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Project description

To complete this project, we will be analysing the Kickstarter Projects Data available at Kaggle. This dataset contains 378,661 observations and 15 variables, the data consists of past crowdfunding campaigns that have been launched at kickstarter.com.au. This data varies from project category to information about how many people financially contributed and how much total was contributed, the overall campaign success or failure is also provided.

Our aim with this dataset is to find the features that appear in common between successful and the traits of unsuccessful projects. With this information we may be able to communicate some recommendations about what features people should include in their project's and what things should be avoided, to maximise the chance of their project being successfully funded. This information could be valuable for people attempting to launch a crowdfunding campaign as a small decision in the planning could lead to overall success or failure of the campaign.

Dataset

https://www.kaggle.com/kemical/kickstarter-projects?select=ks-projects-201801.csv