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Kickstarter Projects - Project Proposal
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DATA

According to Wikipedia, "Kickstarter is an American public-benefit corporation that maintains a global crowdfunding platform focused on creativity. The company's stated mission is to 'help bring creative projects to life'. People who back Kickstarter projects are offered tangible rewards or experiences in exchange for their pledges.This model traces its roots to subscription model of arts patronage, where artists would go directly to their audiences to fund their work." The dataset is available on the Kaggle website: https://www.kaggle.com/kemical/kickstarter-projects/data. I only intend to use their year 2018 data set and that data set contains 378,661 rows and 15 columns.

CLIENT

My client is someone who does not have much prior knowledge or experience in kickstarter projects. He wants to gain some basic understanding of the projects and he is also interested in potentially investing in some projects himself.

PROBLEMS & APPROACH

One of the problems is to predict whether a kickstarter project will succeed or fail. Another problem is to make simple recommendations on what projects my client can invest in.

My proposed approach is to use graphs and charts to show an overall landscape of the kickstarter project world, use machine learning algorithms to predict whether a kickstarter project will succeed or fail, then use what I have learned to make recommendations on which projects are good to invest in.

PROJECT DELIVERY

The final project deliveries will include my Python code, a written report and a blog post.