

# Capstone Project: Predict Kickstarter Project Success

## **The problem:**

Determine whether a project will be successful or not on Kickstarter. Understand which factors affect project success

## **The client:**

Kickstarter who is interested in maximizing the number of successful projects or any numerous other individuals who are interested in launching on Kickstarter.

## **The Data:**

The data consists of successful and failed projects on Kickstarter from 2011 to 2017 which can be found here: <https://bit.ly/393KPNG>

## **The Approach:**

- Apply necessary data pre-processing techniques and feature engineering \ selection methods to prepare the dataset.
- Leverage different classification algorithms (Naive Bayes, SVM, Logistic) in order to create a predictive algorithm that determines whether the project will be success or failure.
- After applying the models on training, select the model with the highest accuracy rate on the test set.

## **The Deliverables:**

- **Code and notebooks for detailed analyses**
- **A milestone report showcasing the problem statement, significance, exploratory data analysis**
- **A final report and slide deck showcasing predictive analytics approaches with machine learning and combining the results with the milestone report**