**Executive Summary**

*This section provides an overview to the project. It should briefly touch on the motivation, data question, data to be used, along with any known assumptions and challenges.*

**Motivation**

*Here you will go into more detail about why you have chosen this project.*

**Data Question**

*Is there any correlation with Lego Ideas campaign success when comparing social media reach, theme, etc. What makes for a successful campaign.*

*(There are many data scrapes of lego data available at this* [*Google Search*](https://www.google.com/search?q=lego+Ideas+data+scraping&rlz=1C1UEAD_enUS1125US1125&oq=lego+Ideas+data+scraping&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRigATIHCAIQIRigATIHCAMQIRigATIHCAQQIRigATIHCAUQIRigAdIBCTEzOTg4ajBqN6gCALACAA&sourceid=chrome&ie=UTF-8)*. I’ve not fully identified the necessary data to answer my question, but using what’s available my be able to identify a quality pivot.)*

**Minimum Viable Product (MVP)**

*Define your MVP. This should be a description of what your final capstone will look like, including visualizations, how the analysis will be presented, who the intended audience is, etc.*

**Schedule (through <date of demo day>)**

1. Get the Data (finish date)
2. Clean & Explore the Data (finish date)
3. Create Presentation of your Analysis (finish date)

* Should be a presentation, but could include a Jupyter Notebook or dashboard in Excel, Tableau, or PowerBI

1. Internal demos (<date of internal demos)
2. Demo Day!! (<date of demo day>)

**Data Sources**

*Document the data you use and the source of that data*

**Known Issues and Challenges**

*Explain any anticipated challenges with your project, and your plan for managing them. Be sure to include:*

* *If you need to request data or an api key*
* *Based on your data sources, known data cleaning steps*