

Capstone 1 Project Proposal - Kickstarter Projects - DW

Problem Statement:

Kickstarter is a crowdfunding website with a stated purpose of helping to “bring creative projects to life.” According to Kickstarter’s own website, funding tends to be “all-or-nothing.” Projects that receive substantial funding (>20%) are more likely than not to hit their goals, except most projects never hit that 20% threshold. Exposure tends to snowball support, so how can projects get that initial exposure and build momentum?

Kickstarter is a good method of obtaining funding for some projects, but is absolutely dreadful for others. Is there a way to know if a Kickstarter project will be successful before it is launched? What can be done to maximize the chance of success?

Business Client:

This capstone will aim to answer these questions to help those with creative projects to know whether they should pursue funding on Kickstarter or look for another avenue, and if they decide to utilize Kickstarter, it will help them know what is important for successfully reaching their goal.

Data:

I plan on using data uploaded to [Kaggle](#) that was scraped from [Kickstarter](#). The data has 30 columns of information on over 400,000 projects from 2009 (the year the website was launched) through 2019.

Brief Solution (more detail to come):

I will predict success or failure of a project (or a percentage of funding achieved) using machine learning techniques considering things such as the date the project was launched (day of week, month, year), the length of time for project funding, the project description (length, keywords), the project category, the country of origin (exchange rate), the size of the goal (how negatively impactful is it?)

Deliverables:

1. Jupyter notebook containing the code, models, and visualizations used for the exploratory analysis, statistical methods, and machine learning methods
2. Detailed project write-up published on Medium.com