1) What is the question you hope to answer?

I am planning to predict what factors help a crowdfunding campaign succeed (fully fundraise) on the Kiva Zip crowdfunding platform. Kiva Zip (<https://zip.kiva.org/>) is a p2p crowdfunding platform that makes 0% interest rate loans to small business owners by connecting lenders and borrowers. So far, about 12,000 loans have been made, but ~250 have expired on the platform, which means the borrower did not reach the target amount and consequently did not get their loan disbursed.

What data are you planning to use to answer that question?

A mixture of data that I have (from a previous fellowship at Kiva), as well as scraping their website for factors that affect fundraising speed and success such as

* size of loan ($)
* industry
* term of loan (months)
* time taken to get to 100% funded
* status (funded versus expired)
* business years in operation
* website/social media channels
* if the loan is endorsed by a trustee
* total number of lenders (new to platform versus existing)
* borrower interaction with lenders (conversations tab)
* photo? Maybe if its high quality or has specific colors?
* textual analysis of
  + personal story
  + business description
  + purpose of loan

What do you know about the data so far?

* it will require a lot of scraping

Why did you choose this topic?

* Was previously a Kiva fellow, currently work in fintech, passionate about access to capital, especially for small businesses