**DATS6103 Project Proposal:**

**Predicting Kickstarter Campaign Outcomes 2009-2017**

**Research Topic:**

The purpose of this project is to determine if Kickstarter campaign outcomes are predictable and identify which features/attributes contribute to the success of a campaign.

**Introduction:**

Kickstarter is an online crowdfunding platform aimed at helping people obtain funding to bring their ideas to fruition. While Kickstarter provides advice and best practices, more than half of campaigns still fail. Kickstarter is unique amongst the crowdfunding platforms in that if a campaign fails to reach its funding goal, the entire project is cancelled, due to their “all or nothing” funding model.

**Research Questions:**

1. Which variables most influence success or failure?
2. Can a logistic regression model accurately predict the success or failure of a Kickstarter campaign?
3. Can a Decision Tree accurately predict the success or failure of a Kickstarter campaign?
4. Which model gives the best predictions?
5. Does the number of backers affect the success of the Kickstarter campaign?
6. Does the duration of the campaign affect the success?
7. Does the day of the week in which the campaign was created, launched, or ended affect the success of the campaign?
8. What are the top five (5) categories with the highest number of successes?
9. What percentage of all campaigns were successful compared to failed?

**Modeling Methods:**

1. Logistic regression
2. Decision Tree

**Data Source:**

The data is from Kaggle ([link](https://www.kaggle.com/datasets/sripaadsrinivasan/kickstarter-campaigns-dataset?select=kickstarter_data_full.csv)). The source dataset consists of about 20.6K observations over 68 attributes, where each observation represents a single campaign.

**GitHub repo:**

<https://github.com/fardinhafiz/6103GROUP4>

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