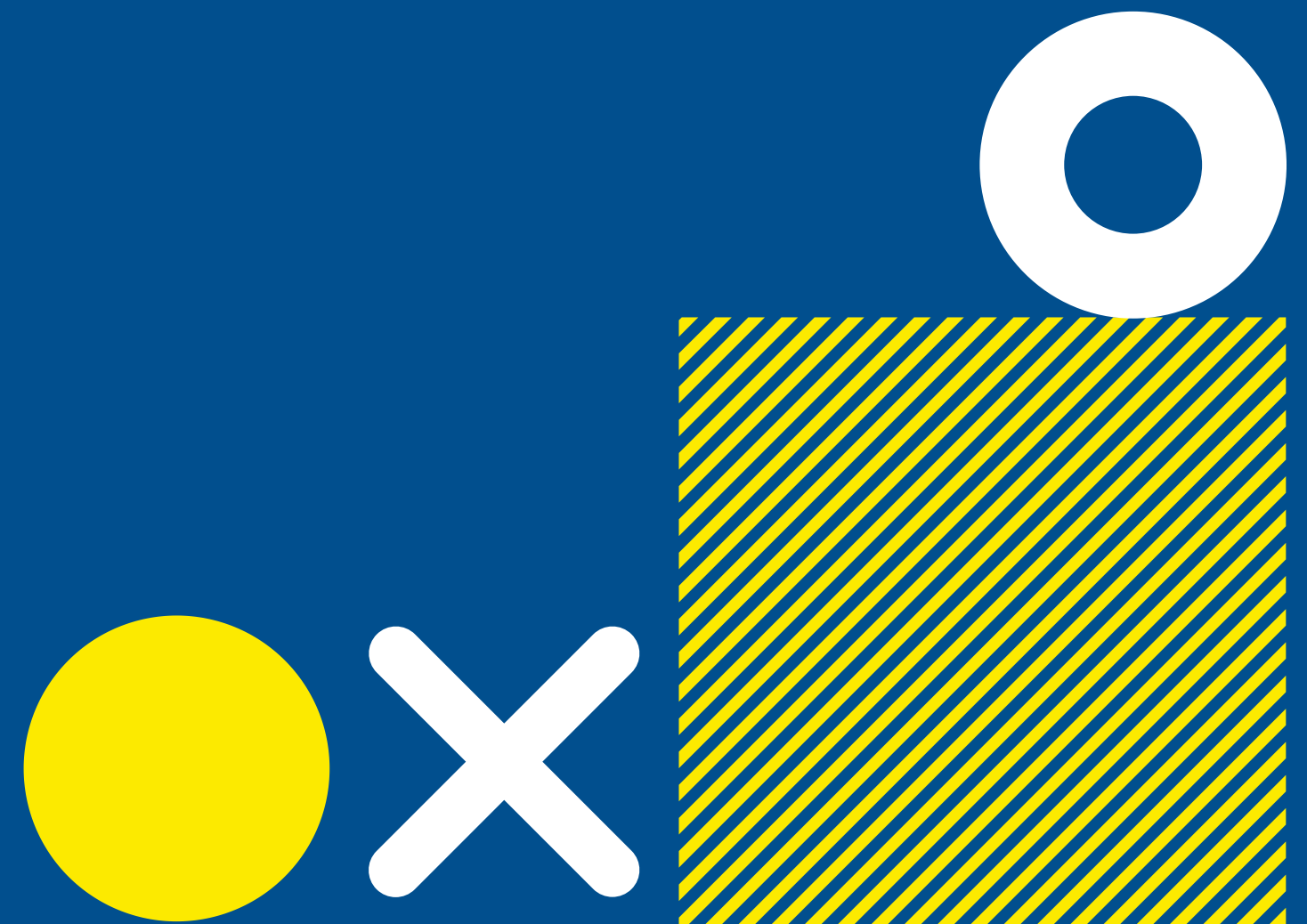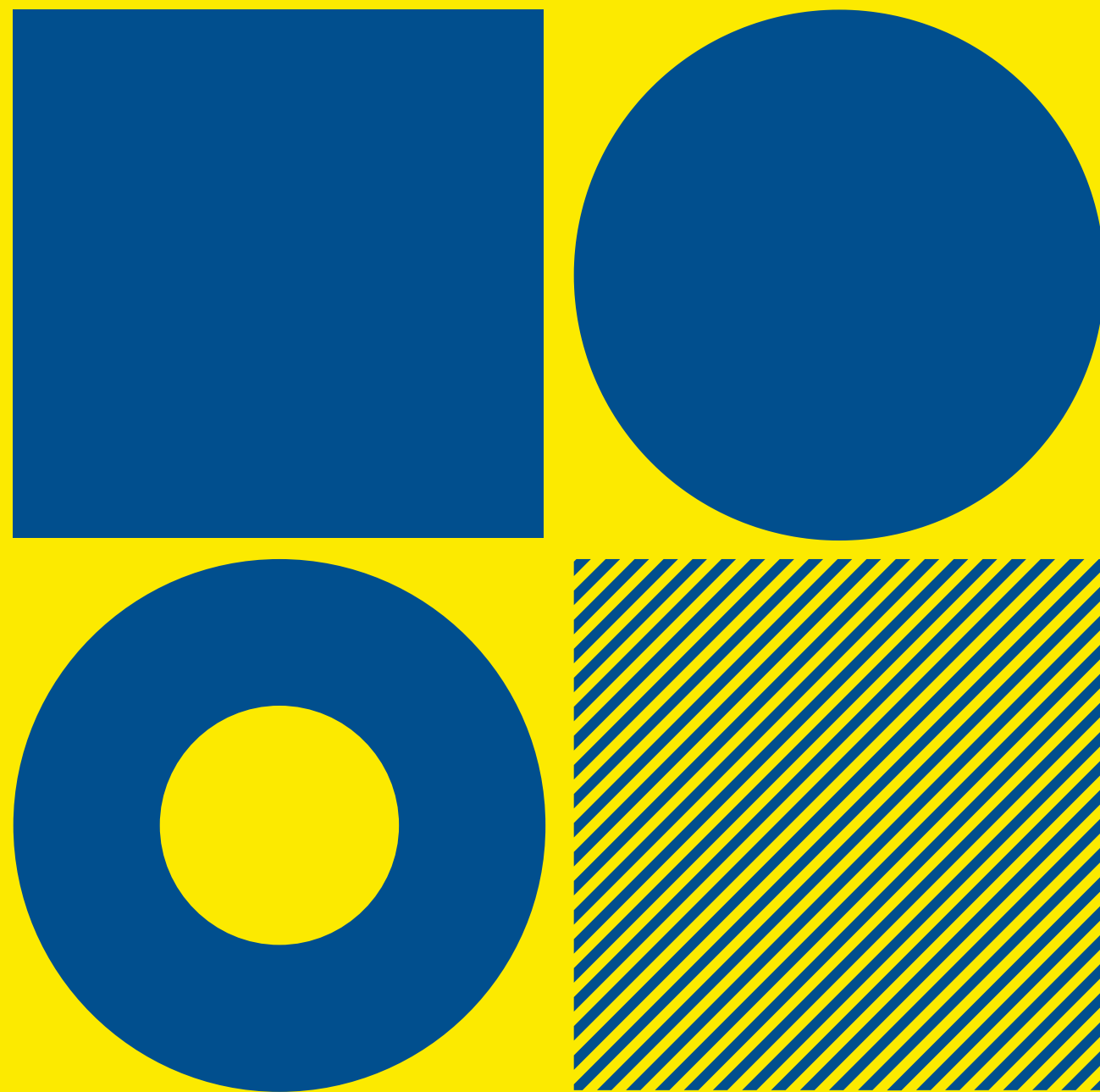# Business case

I am working for kickstarters.com in the Data science department.

Problem

Only 40% of the projects succeed to get full funds

Problem 1

We are planning to lunch big online marketing campaign and we want to include some new projects. What are the exemplary projects to showcase in the campaign.

Problem 2

Advice and tips for the new users to have better chance

Dataset

I used kaggle kickstarter projects dataset for this module project with more than 300k projects