

PROJECT PROPOSAL: KICKSTARTER FUNDING ANALYSIS

1.) What is the problem you want to solve?

I want to profile Kickstarter campaigns to figure out characteristics between successful (i.e. fully-funded) projects and unsuccessful projects.

2.) Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis that they wouldn't have done otherwise?

Two different clients: anyone looking to create Kickstarter project, and opera singing friend

I want to approach this problem through a couple of different angles:

- 1.) If I could build the ideal Kickstarter project, how would I do that?
- 2.) If I had a passion for a project that was not likely to be approved, what changes could I make to make it more profitable? (e.g. opera singing)

3.) What data are you using? How will you acquire the data?

For starters, I will use the Kaggle dataset <https://www.kaggle.com/kemical/kickstarter-projects>. I can expand this dataset with more data here depending on my ambition: <https://webrobots.io/kickstarter-datasets/>

4.) Briefly outline how you'll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution.

- 1.) Start with the smallest dataset possible (Kaggle dataset).
- 2.) Load the data
- 3.) Do EDA to explore the different parts of the data set.
- 4.) Clean for missing values.
- 5.) Prepare data for modeling
- 6.) Apply machine learning techniques and verify them to come up with optimal model.

Once the process is down, I will look to expand the dataset to include more months.

- 7.) Answer other questions
- 8.) Conclusion

5.) What are your deliverables? Typically, this includes code, a paper, or a slide deck.

Deliverables will include the following:

- 1.) Anaconda notebook file, with comments

2.) "Clickbait style journalism" article on Medium e.g. "3 ways your Kickstarter Campaign Can Become More Successful, According to Science"

3.) (Optional) Self-reflection article on the process of learning data science (successes, pitfalls, lessons learned)