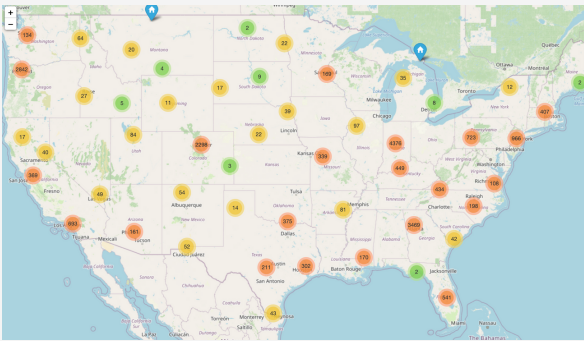


BOOTLOADER DONATION PREDICTION AND ANALYSIS

JINGWEN NAN JING TANG WEN ZHANG

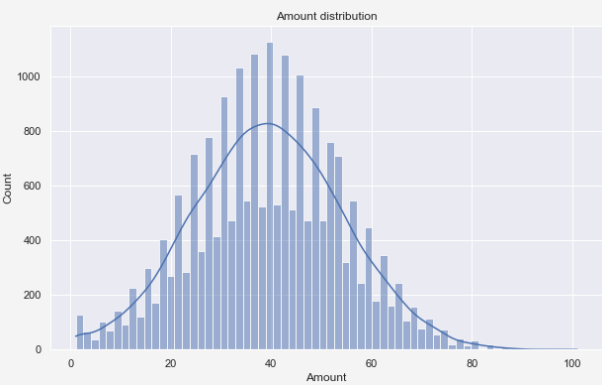
STAGE 1- BUSINESS PROBLEM

BootLoader helps people crowdfund their creative projects. And we will analyze use characteristics on specific project types, perform analysis on user's preference on projects, for notification delivery and predict the donation amount.



STAGE 2- EXPLORE DATA

We conducted EDA before fitting the model. We check the distribution of amount, the data shape of gender, marital status, age, and device usage. We also use map to show the distribution of donation amount.



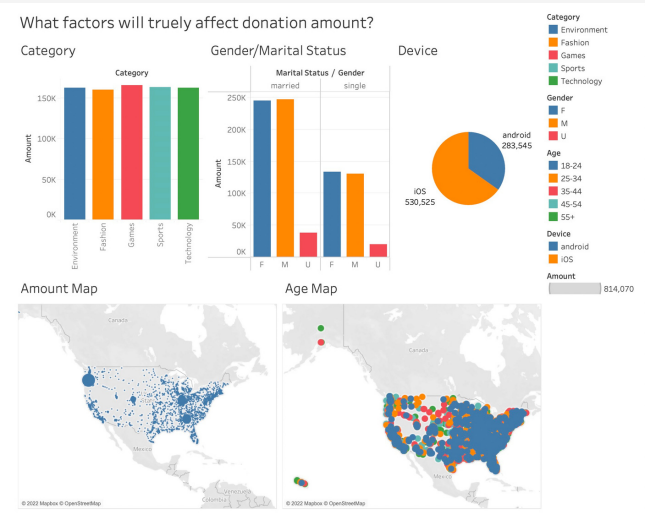
STAGE 3- DASHBOARDS AND VISUALIZATION

Our dashboard shows what factors will truly affect donation amount. We allow users to select category, gender, marital status, device and age. They can also view the distribution on the amount map easily and choose specific location on the map to see the detailed information.



STAGE 4- CONCLUSION

Location, Age are key factors. Category and Gender are Ordinary Factors. After analyzing the data, we can find out characters of donators: They are more likely to be married people, using iPhone/ Mac/ iPad, living in the East and West Coast and aged 18-24. Also we find out hot project themes: Games, Sports, Environment, Technology, Fashion. Among them, donators are willing to donate money to games and sports projects.



REFERENCES

<https://github.com/localytics/data-viz-challenge>