

Discovery Day Abstract due March 1<sup>st</sup>, 2022

Brave Enterprises

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Brave Enterprises, founded by Crista Samaras, uses a series of surveys to gauge people's self-interpretation of bravery from multiple demographics. Through statistical analysis and programs coordination, the company accomplishes their mission goal of helping people "get more brave". For this project, multiple datasets were provided by Brave Enterprises with the purpose of exploring how bravery impacts people and why. Advance statistical methods were applied to determine what characteristics have a larger impact on a participant's bravery. Based on these impacts, a new model of bravery scores can be created. For further analysis, regression techniques can be used to predict a participant's demographic based on their preferences in the surveys.