Introduction

Kickstarting campaigns are quite difficult to run. Tons of variables, but what makes sense for a board game? To grasp some information, we will work with the following database:

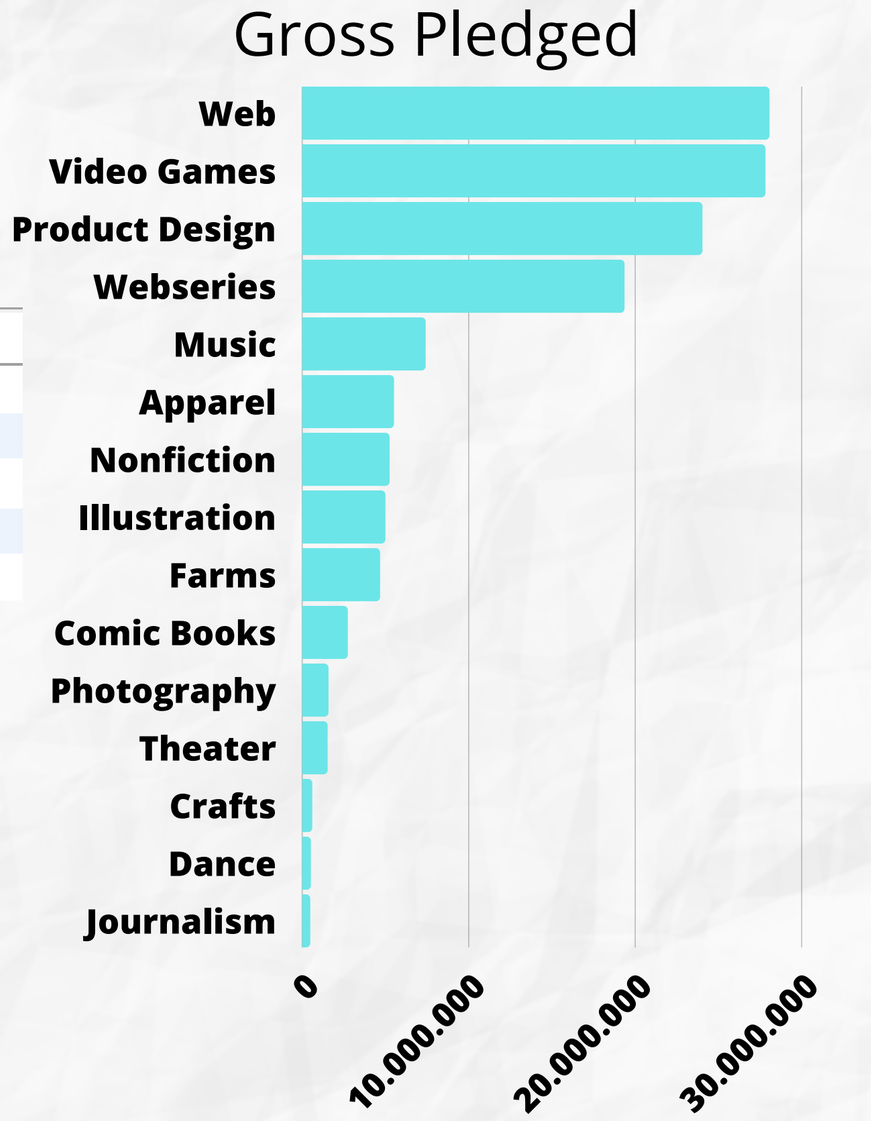
name	sub_category	country	currency	launched	deadline	goal	pledged	bac	outcome
Ragdolls	23	2	2	2013-04-25...	2013-05-25 ...	15000	20	3	failed
One To Ten	47	1	1	2015-11-16...	2015-12-16 ...	223.68	413.81	23	successful
Future G...	24	2	2	2013-08-28...	2013-09-27 ...	5000	1497	28	failed
Fourth ...	52	2	2	2014-07-22...	2014-08-21 ...	6000	8795	218	successful
The Rich ...	9	2	2	2016-08-24...	2016-09-28 ...	2000000	2	2	failed

To have a better understanding of the prospect of launching a campaign in the US, We will be taking a look at campaigns that have:

- Country id: 2 (USA)
- Currency id: 2 (USD)

From the data we have also two important information extracted with two extra columns:

- campaign_duration
- Goal multiplier



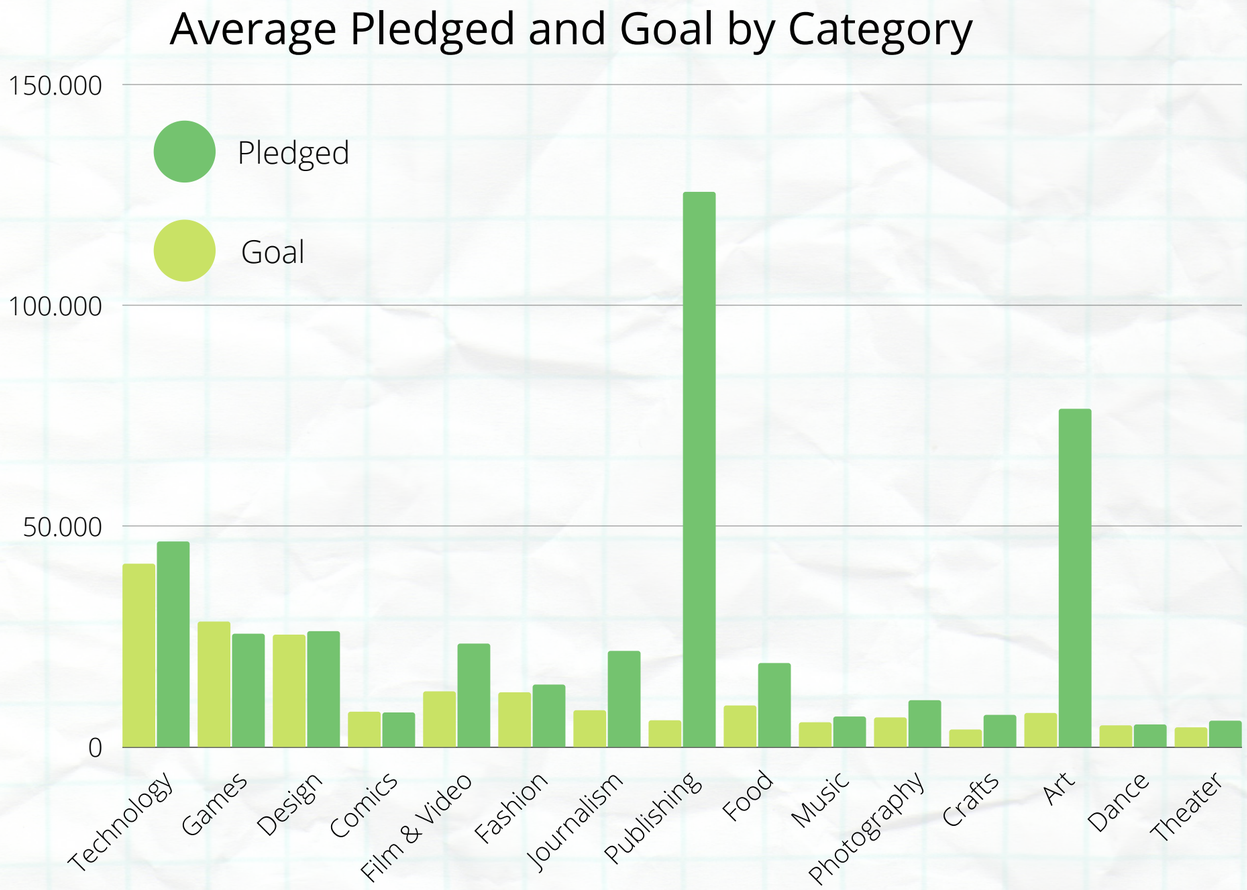
Seems like techy products dominate Kickstarter

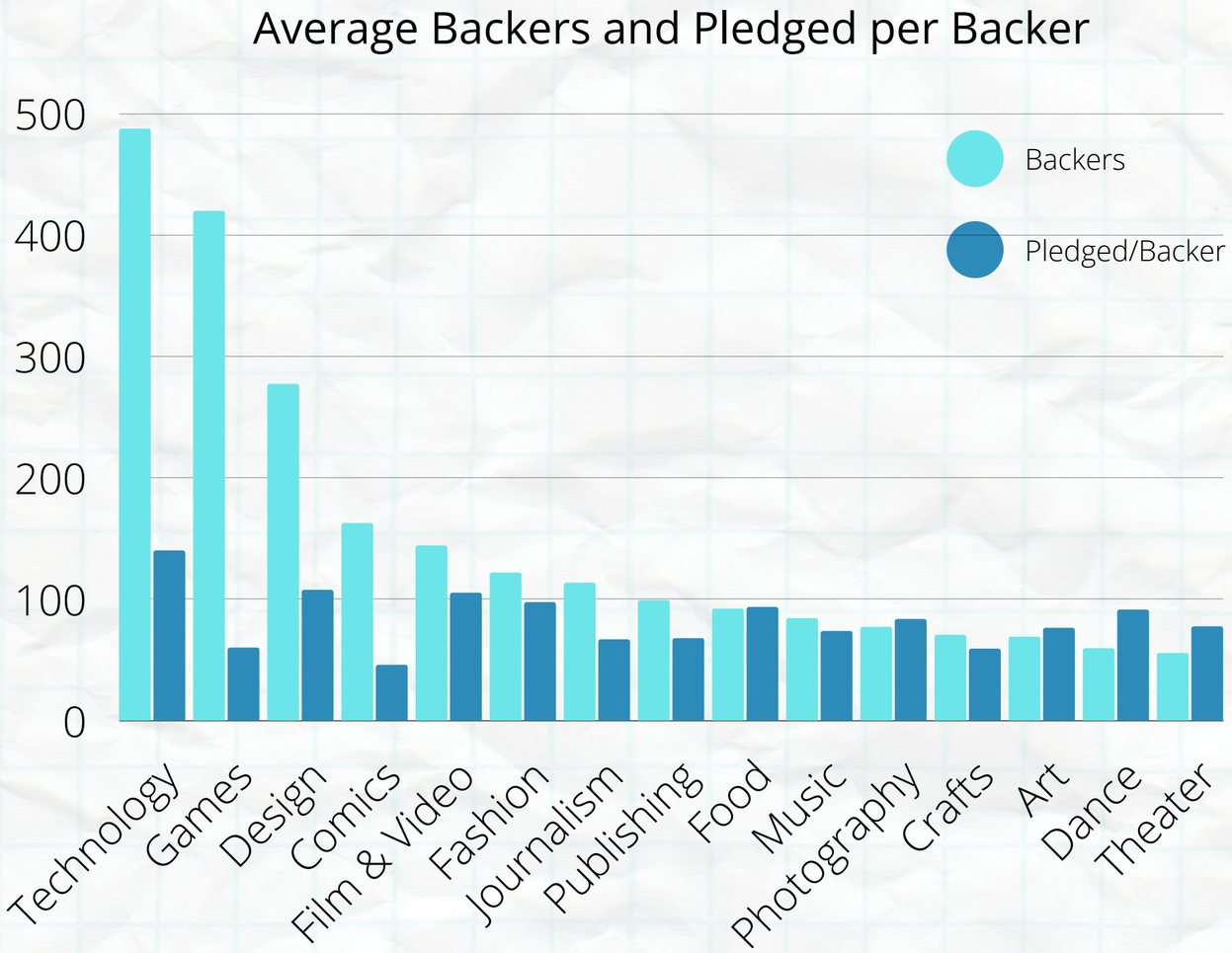
Preliminary Analysis

outcome	average_goal	average_pledged	avg_goal_mult	avg_campaign_duration
successful	9975.66	23117.09	7.1	32.8052
suspended	1943697	5801.28	1.72	35.9615
undefined	4144.64	2621.85	0.67	34.2232
live	51431.38	2929.96	0.61	41.0435
canceled	45965.17	2180.24	0.13	36.6835
failed	101653	1527.99	0.1	35.4390

By taking averages across campaigns outcomes we can imply that:

1. Successful campaigns on average are **shorter** than any other unsuccessful campaign.
2. Successful campaigns on average set relatively **low goals**, 5 times less than canceled, 5 times less than live, 10 times less than failed.
3. Successful campaigns on average end up **multiplying their goal** by 7 times.
4. Even though a campaign might surpass their goal, it might be suspended if Kickstarter's policies are not met, **no funds are raised**.
5. If a campaign fails, Kickstarter informs supporters of the possibility of **retracting their pledge**.





By taking a look at the categories, there are several interesting, but a few conclusion can be drawn:

1. There is a trend of how much people are willing to back by category
2. Each Category has a potential number of backers
3. It is important to estimate properly how much your project needs
4. Campaigns that pledge the most are also the ones that have the most backers

Board Games

name	campaign_duration	goal_mult	pledged	goal
Gloomhaven (Second Printing)	28	39.9979577	3999795.77	100000
Ghostbusters™: The Board Game	30	6.185078	1546269.5	250000
Shadows of Brimstone	33	44.71016766666667	1341305.03	30000
Robot Turtles: The Board Game for Little Programmers	25	25.2492232	631230.58	25000
TerrainCrate - Plastic, affordable, fantasy terrain!	19	8.3928	629460	75000
Xia: Embers of a Forsaken Star	22	11.47869	459147.6	40000
Endangered Orphans of Condyle Cove	45	86.88572614107883	355970.82	4097
Xia: Legends of a Drift System	36	3.4677224	346772.24	100000
One Night Ultimate Alien	30	64.178	320890	5000
Feudum: A nuanced game of hand & resource managem…	36	5.384742857142857	263852.4	49000

These are the campaigns that pledged the most. They are outliers and performed incredibly well. The top game is a second print for a well-known game. The second is a culturally revered themed game. Another interesting case is the two "Xia" Board Games. Their first game "Legends of a Drift System" asked for 100 thousand dollars. The second one "Embers of a Forsaken Star" the expansion for the first one surpassed the first one, with a 60% lower goal!

Conclusion

- A smaller goal might lead to a better chance of a successful campaign, keep it realistic
- Look at how well your category performs
- Know how many people and how much people might pledge
- Avoid failing or having your campaign suspended
- Work on exposure
- Aim low, successful campaigns tend to multiply their goal
- Set a 30 days campaign, work with the immediacy of flash offers
- Being already known among "Tabletop Games" Kickstarters might be helpful

Average successful Board Game campaign status, total pledge, average pledged by backer and backers might be lower, **outliers skew the data!**

avg_campaign_duration	avg_goal_mult	avg_pledged	avg_goal	avg_backers	avg_backer_pledge
30.10	6.62	67519.44	10853.3	901.57	67.82