# Kickstarter Campaign

Introduction

The purpose of this report is to discuss the insights and trends found in data gathered from Kickstarter campaigns to determine what factors contribute to the success or failure of a project. These insights and patterns are then used to develop a plan of action to achieve the company goal of raising at least $15,000 USD to successfully launch the board game.

Analysis

The dataset gathered information on 15,000 unique campaigns that were either successful, failed, canceled, suspended, or live. The data on canceled, suspended, or live campaigns is not relevant to the company goal so I cleaned the dataset to only show the campaigns that were successful or had failed. It was also necessary to convert all the different currencies to USD and remove campaigns that did not have an official country of origin (country ID: 11). There was also no record of any campaigns in Japan. After the data was cleaned, I could now begin to analyze the data.

Goals of Successful Campaigns vs Failed Campaigns

I first looked to see if there was a significant difference between the goals of successful campaigns and failed campaigns. I collected the five-number summary for each category and plotted it below. The median goal for successful campaigns and failed campaigns are $4,000 and $7,000, respectively.
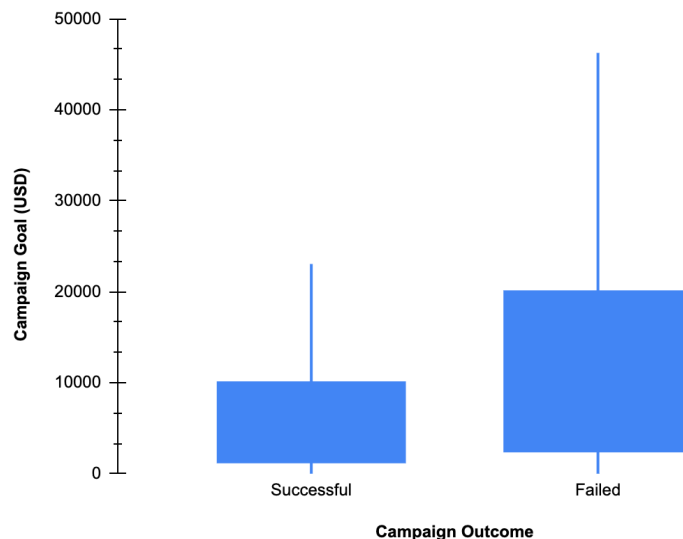
Since the boxes and medians overlap, it cannot be concluded that there is a significant difference in the goals of successful and failed campaigns. However, failed campaigns have much greater variability than successful campaigns, evidenced by the spread of the box and the length of the whisker . It should be noted that outliers are not presented in the plot above.

<u>Importance of Backers and Pledged Funds</u>

Categories and Subcategories

Next, I looked at how the amount of people that backed a campaign affected the total amount of pledged funds raised by campaigns. I broke it down into two fields: total backers in per category and total backers in per subcategory.

Top 3 Categories by Backers

The three categories with the most backers were Games, Technology, and Design, in that order. It comes as no surprise then that the three most popular subcategories amongst backers were all related to these categories.

Category	Backers
Games	399241
Technology	325566
Design	254378
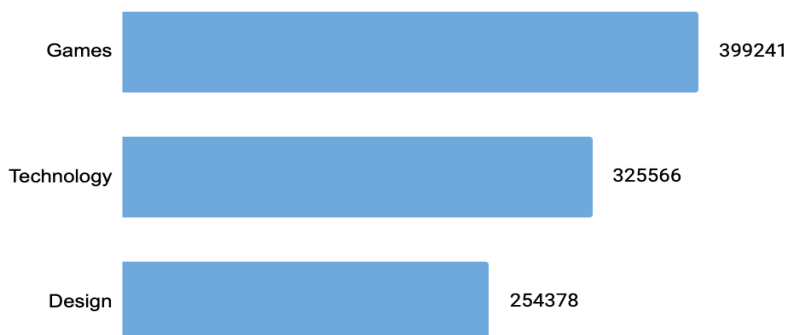
Top 3 Subcategories by Backers

The three subcategories with the most backers were Tabletop Games, Product Design, and Video Games. The Tabletop Games and Video Games subcategories each correspond to the Games category, while Product Design corresponds to Technology.

Subcategory	Backers
Tabletop Games	240466
Product Design	214780
Video Games	136856
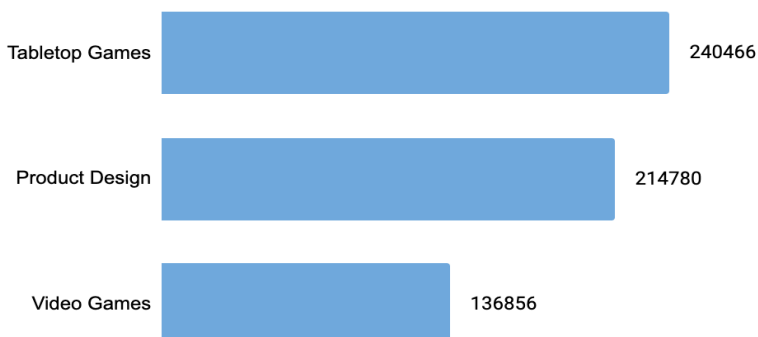
In terms of pledged funds, the top three categories are the same. This is true for the subcategory with the most pledged funds, however, Product Design switches places with Tabletop Games, having raised about $1,300,000 more.

Within the Tabletop Games subcategory, the most successful campaign was run by Gloomhaven, which raised almost $4,000,000 USD, 40 times bigger than their goal of $100,000. The campaign had 40642 backers.

Country

It is also worth looking at the success of campaigns across different countries. The US leads the way in both the amount of pledged funds and the amount of backers. The UK comes in second place for both measures. Canada comes in third place in terms of pledged funds, despite registering fewer backers than in Australia, which comes in third place in that regard. However, both measures are similar. The lead the US has on second place UK is about one order of magnitude and when compared to both Canada and Australia it's about two orders of magnitude. Unsurprisingly, the US has the most number of successful campaigns at 4365, again about ten times greater than the UK.

Effect of Length of Campaign

The dataset records the launch and deadline dates of each campaign. I found the lengths of each campaign in weeks to answer two questions: 1) what is the most common campaign length for successful and failed campaigns and 2) does the length of the campaign affect the amount of pledged funds?

Most Common Length

The most frequent length was between 4-5 weeks (28-35 days). This was true for both successful and failed campaigns. The ratio of successful to failed campaigns is quite low compared to other campaign lengths, however, this might be because the most common length is 30 days. To get more clarity, I then looked at the pledged funds in a given time.
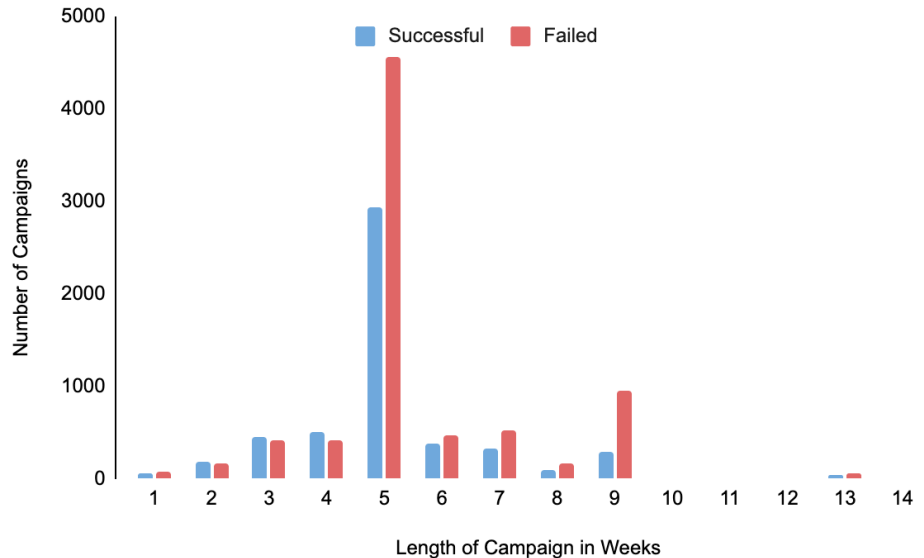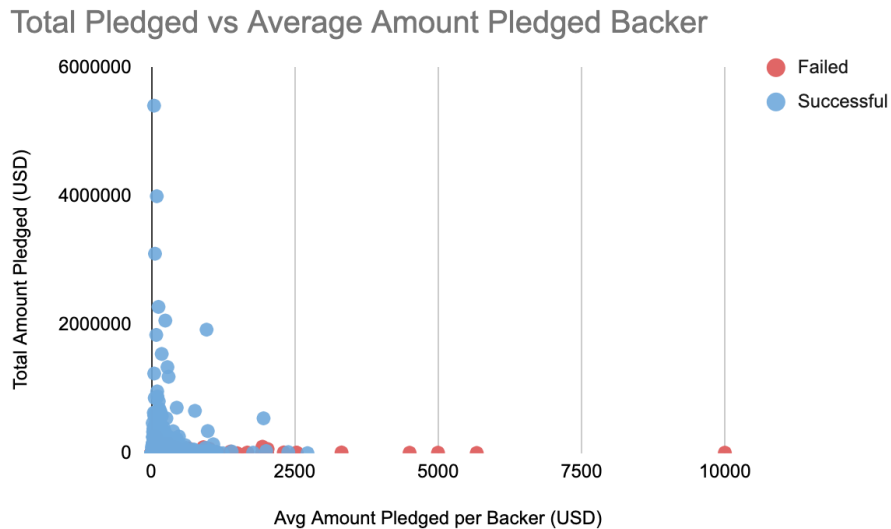

Pledged Funds

The figure to the right led me to draw two conclusions: 1) Shorter campaigns (less than 7 weeks) raised more funds on average. 2) Kickstarter really is an all-or-nothing platform. Failed campaigns failed miserably; they did not get anywhere close to their goals. In fact, they barely got any traction. This puts an emphasis on the importance of having backers. Without backers, the campaign will not succeed.
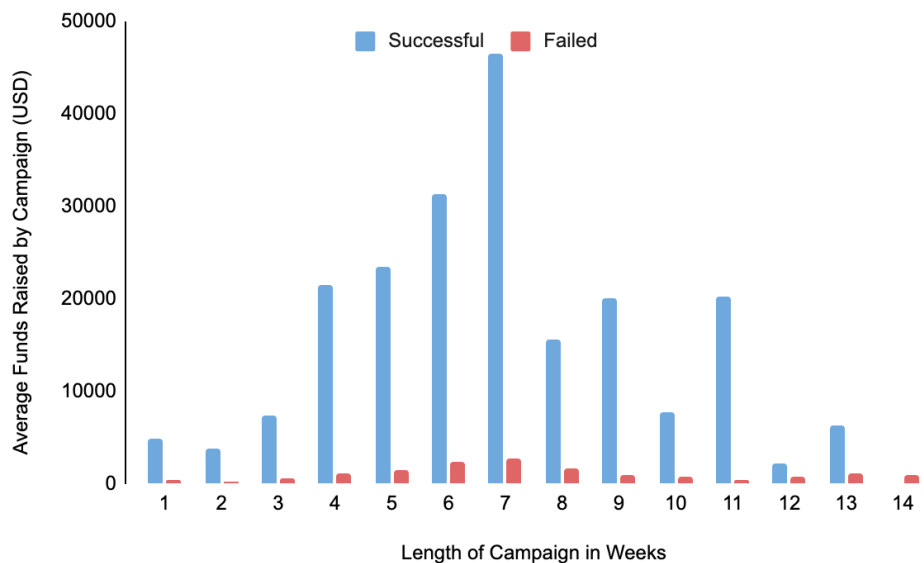
In-Depth look at Backers

The information above got my attention and made me consider the importance of the backer once more. Specifically, it made me ask, "Do campaigns succeed because of large donations or many smaller donations?" I looked at the total pledged funds by each campaign and compared it to the average amount pledged by each backer. This is shown in the graph on the following page.

Total Pledged vs Average Amount Pledged Backer

The graph above shows that successful campaigns tend to succeed off of smaller pledged funds per backer. More backers generates success.

Focusing on Tabletop Games

After looking at general trends across all campaigns, I decided to take a more focused approach and narrow down the analysis to tabletop game campaigns.

There were 294 successful tabletop game campaigns. Since the goal of the company is to raise at least $15,000 I separated the data into two categories: Successful campaigns that raised at least $15,000 and successful campaigns that raised less than $15,000.

There were 126 successful campaigns which raised at least $15,000 with an average pledged amount per backer of $84. Of the 126 campaigns, only 59 had a goal of $15,000 or more, meaning a little over half had a smaller goal yet still raised at least $15,000. However, this includes some campaigns which were wildly successful, including Gloomhaven which, as stated previously, raised almost $4,000,000 dollars. I took a look at the bottom half of those 126 campaigns and found that they raised between $15,000 and $36,000 with an average pledged amount per backer of $43 and an average of 549 backers.

There were 168 successful campaigns which raised less than $15,000 with an average pledged amount per backer of $41 and an average of 157 backers.

Final Recommendations

Based on the trends in the data, I believe a $15,000 goal is attainable. Following the trend of other successful tabletop campaigns, if the average pledged fund is $43 per backer, the campaign will need to draw at least 349 backers. To do this, the company should run the campaign for 35 days and focus on having multiple reward tiers that encourage more small donors rather than whales. The tiers could be as follows: $1 to show support, $20 to receive a copy of the game, $40 to receive the game and an expansion, $80 to receive a limited edition, and $200 to receive all of the above plus a physical collectible. This should generate sustained traction and appeal to backers of all incomes.