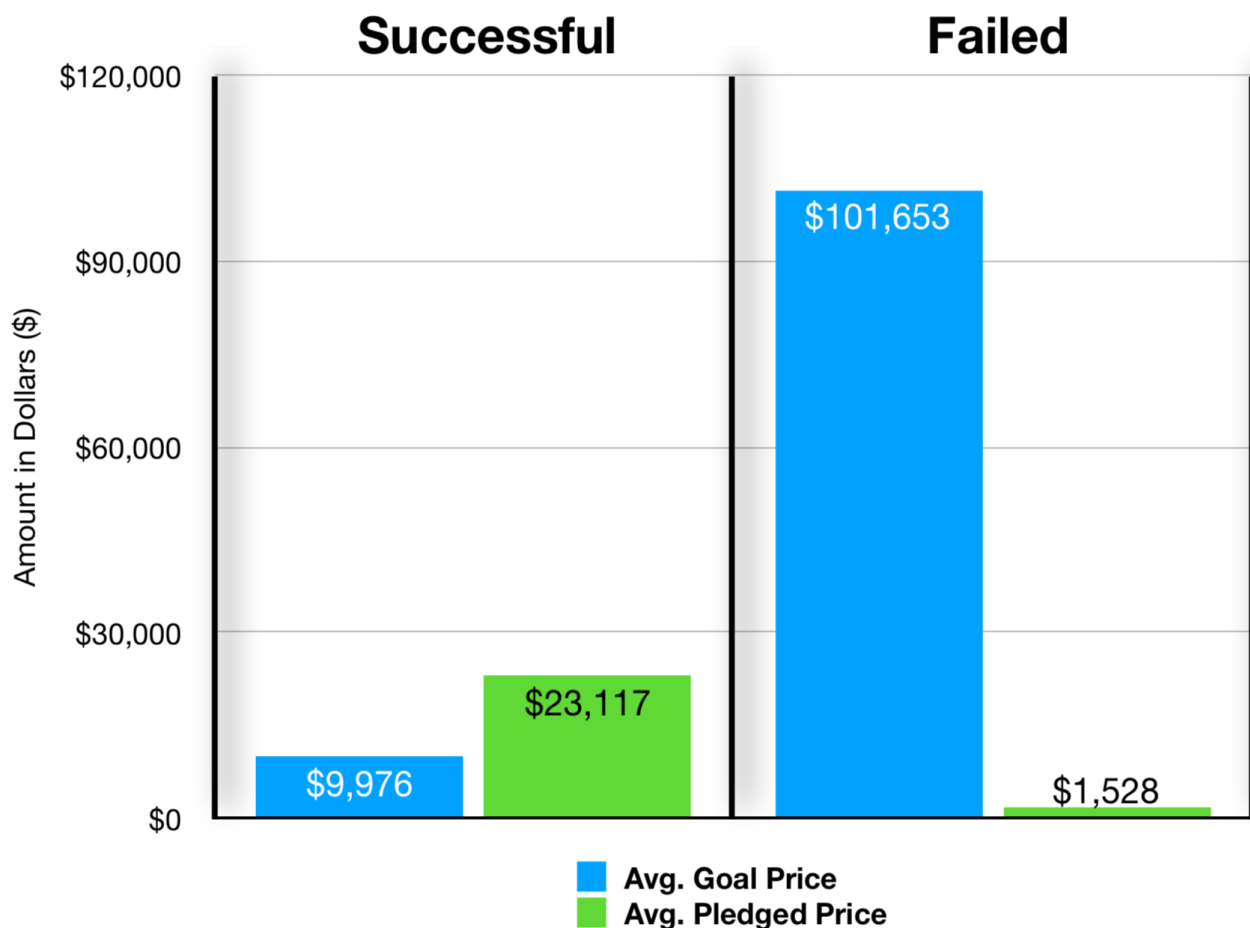
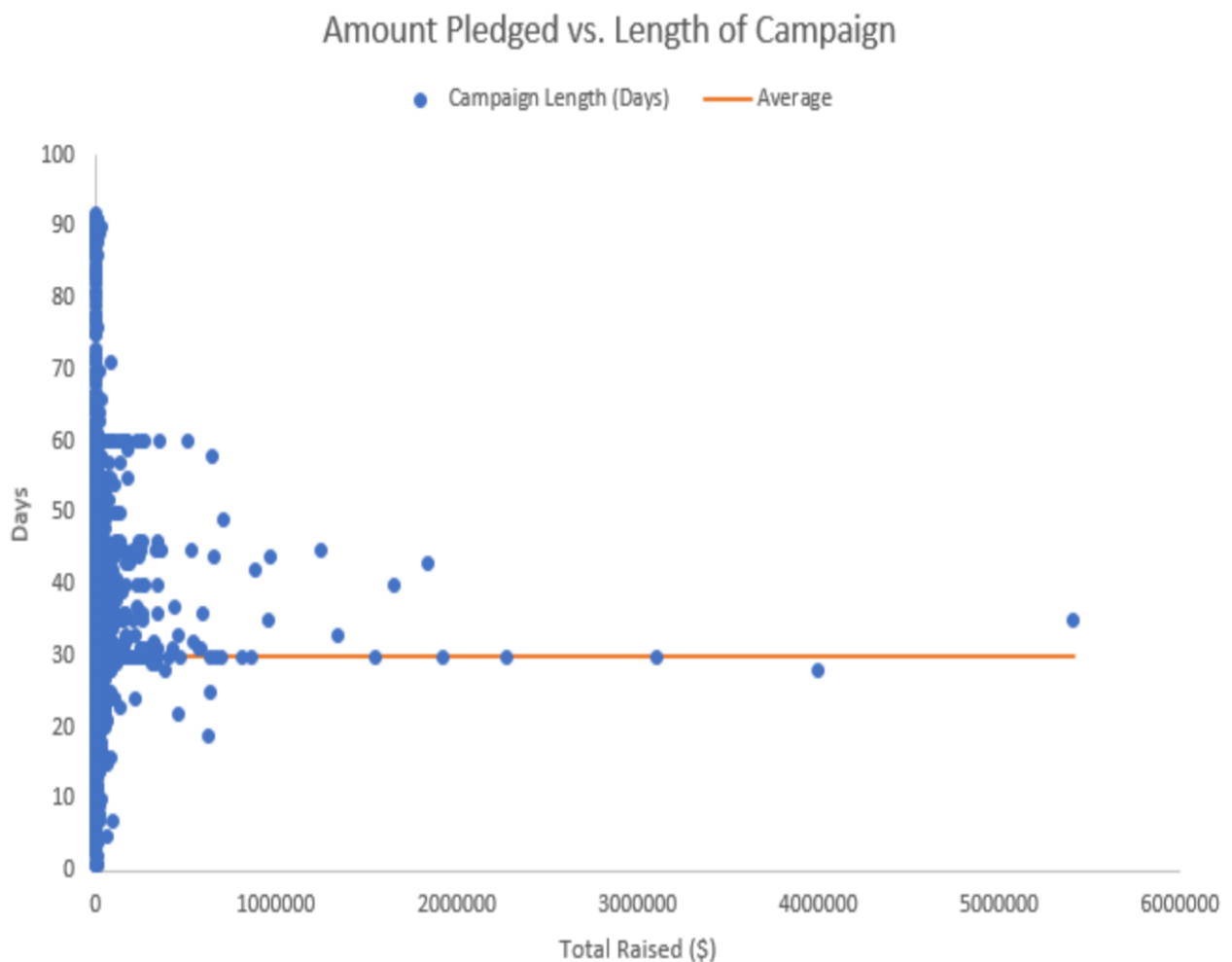


Analysis

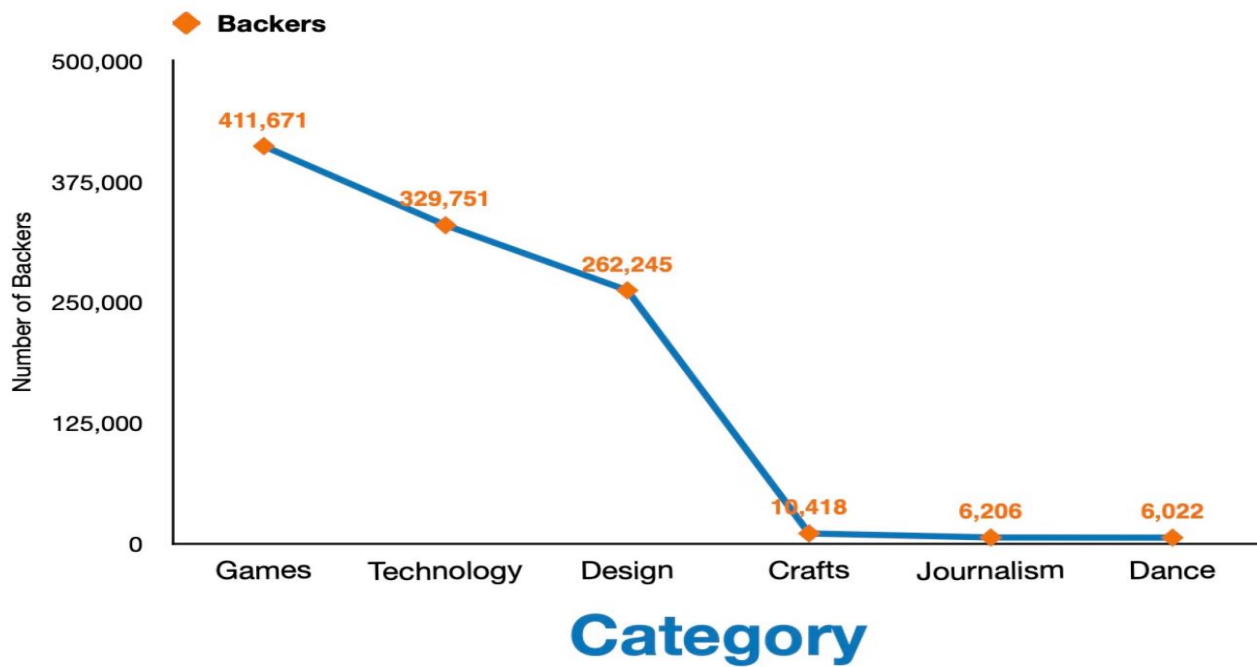
We analyzed 15000 Kickstarter campaigns on a variety of metrics such as campaign goal, money raised, campaign start and end dates, number of backers, and the ultimate success of the campaign. Of those 15000 campaigns, 11772 were established in US dollars. Among the successful campaigns had an average funding goal of \$9,976. For unsuccessful campaigns, the average goal was \$101,653. This startling contrast between goals and ultimate success of the campaign provides a helpful context for future campaigns. Lower funding goals are more likely to attract backers and receive more pledges than larger goals. Larger goals may scare off potential backers, as they may seem unobtainable, and backers wish to feel like their pledge makes a difference. In successful campaigns with the smaller goal amounts, they attracted \$23,117. Contrast this with those unsuccessful campaigns who typically asked for much higher goals, the average pledged amount was only \$1,528.



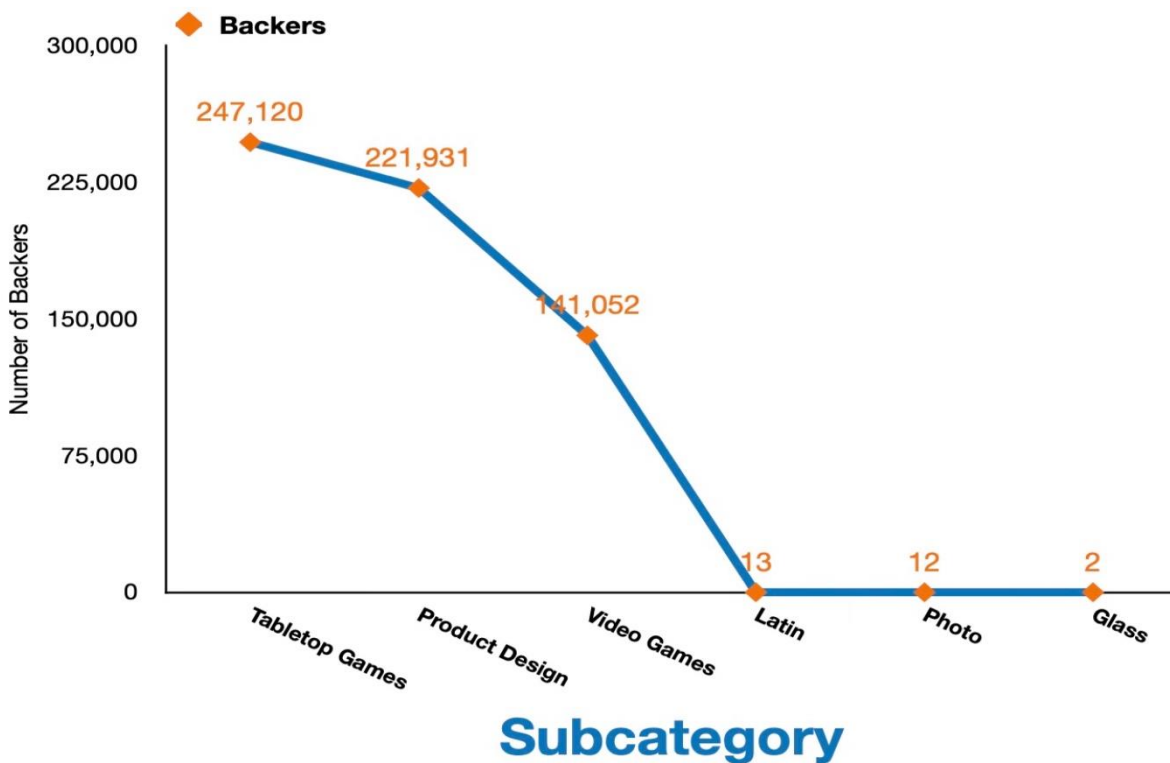
Another key component of campaign success is the duration of the campaign. Campaigns that are too short do not leave enough time for backers to consider the project and lose potential pledges. On the other hand, too long of a campaign may lead potential backers time to find other campaigns they are more interested in. A successful campaign would look to balance these two with the most successful length of campaigns sitting right around 30 days.



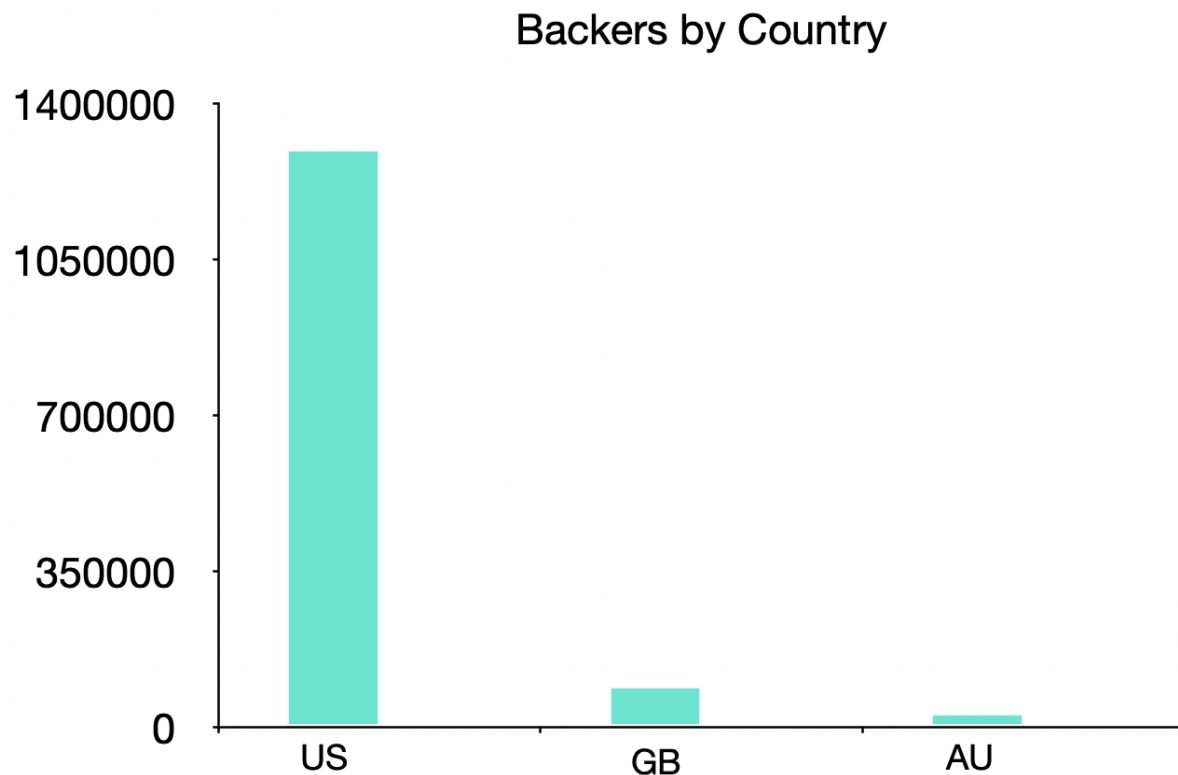
There are 15 different categories amongst the campaigns. The top three most successful categories were: Games, Technology, and Design. The bottom three least successful categories were: Crafts, Journalism, Dance.



In terms of subcategories, the highest earning subcategory is Tabletop Games. In particular, the Gloomhaven Second Printing campaign has raised nearly \$4 Million dollars, which is more than 20% of the entire Tabletop Games subcategory.



Finally, looking at which countries had the greatest number of backers, the United States, Great Britain, and Australia claimed the top 3 places. In terms of most pledged money, those countries were the United States, Great Britain, and Canada. The United States being the clear winner in terms of most successful campaigns both in terms of backers and total dollars pledged.



Final Recommendations

It is clear that games in general, and specifically Tabletop Games, are a strong product category with regards to having successful campaigns on Kickstarter. It is my recommendation that targetting a campaign length of 30 days will provide a strong chance of success. Additionally, a target goal of \$20,000 should help to maximize the funding. This amount is greater than both the needed \$15,000 as well as the average goal price for successful campaigns, \$9,976. It also leaves room for greater funding as it is less than the average raised by successful campaigns, or \$23,117. This goal should be suitable for garnering interest while not scaring away potential backers, as we saw was the case for most unsuccessful campaigns, which often received funding that ultimately fell far short of very lofty initial goals.