# Optimizing Kickstarter Success for a Small Board Game Company: A Data-Driven Approach

This study explores the strategic planning and data-driven decision-making necessary for kickstarting a small board game company's Kickstarter campaign. The executive team acknowledges crowdfunding's pivotal role, targeting a minimum of $15,000 USD for a successful launch. In pursuit of business expansion, the team aims to optimize funding by seeking data-driven insights on three key questions: setting a realistic campaign goal, determining the needed backers, and projecting achievable backers based on industry trends.

PRELIMINARY ANALYSIS

1) **Are the goals for dollars raised significantly different between campaigns that are successful and unsuccessful?**
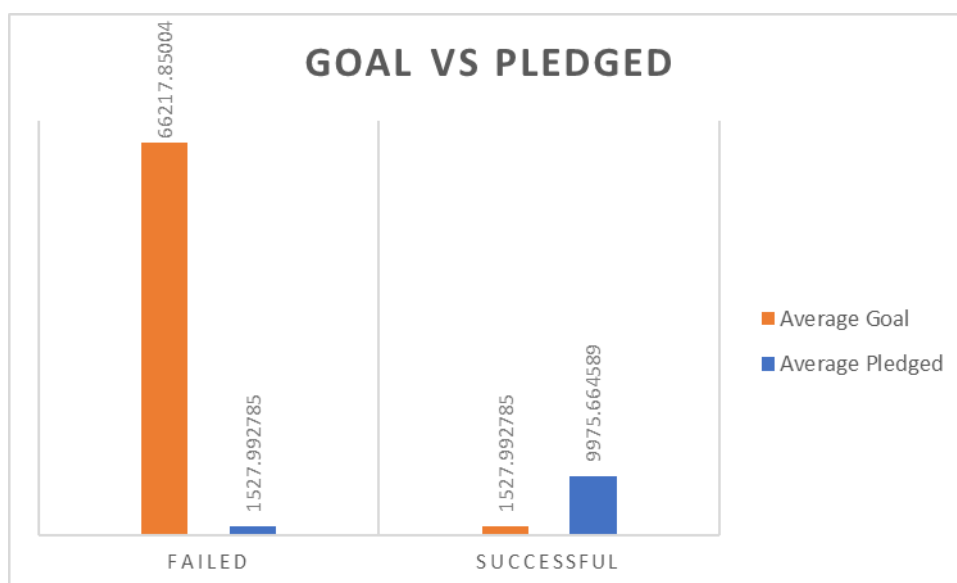

The analysis of campaign goals reveals a noteworthy disparity. Failed campaigns had a considerably higher average goal, reaching close to $66,217, compared to the more modest average goal of $1,527 for successful campaigns. This discrepancy suggests a direct correlation between the goal amount and the likelihood of campaign failure. Furthermore, the average funds raised in successful campaigns, amounting to $9,975.66, significantly differs from the lower figure of $1,527.99 in unsuccessful campaigns. These findings emphasize the importance of setting realistic and achievable goals, as campaigns with more modest targets appear to have a higher likelihood of success.

2) What are the **top/bottom 3 categories** with the most backers? What are the **top/bottom 3 subcategories** by backers?
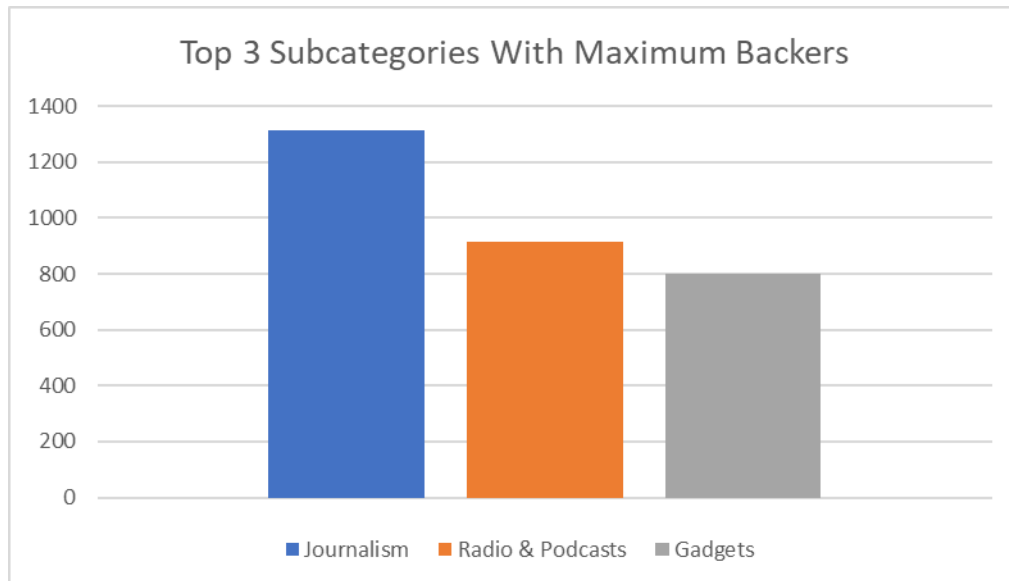

The analysis of the number of backers across different categories reveals interesting trends. Journalism emerges as the category with the highest number of backers, boasting 1,312 supporters. Following closely are Radio & Podcasts, with 916 backers, and Gadgets, which garnered support from 800 backers. In contrast, Film & Video, Fashion, and Family categories showed no backers. This discrepancy underscores the varying levels of support and engagement across different crowdfunding categories, with Journalism, Radio & Podcasts, and Gadgets evidently capturing significant attention and backing, while Film & Video, Fashion, and Family categories may need to reassess their strategies to attract support.
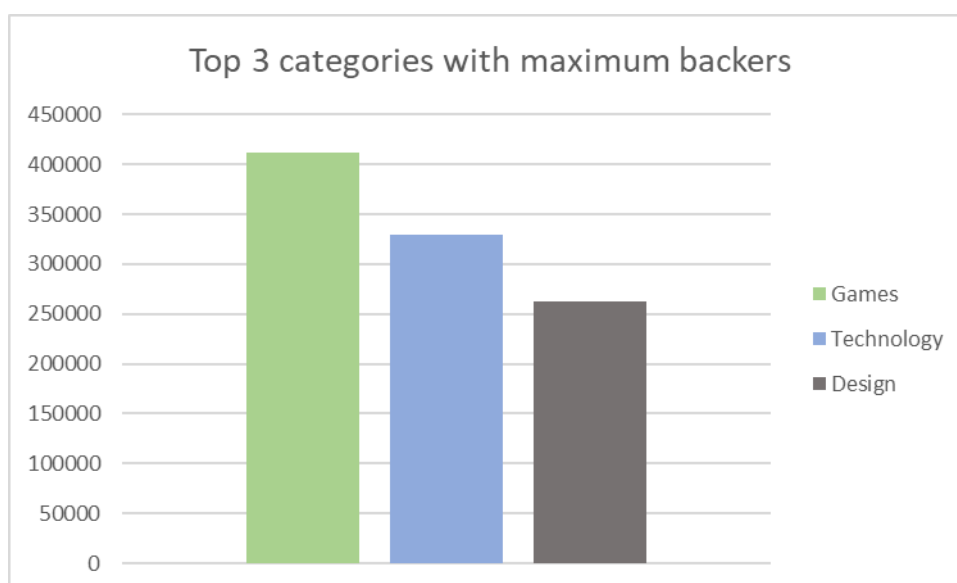
Games: 411,671 backers
Technology: 329,751 backers
Design: 261,145 backers

These categories encompass various subcategories, with Technology including subcategories like web, gadgets, hardware, software, etc. The high number of backers in these categories suggests broad appeal and substantial support across diverse projects.

3) **What are the top/bottom 3 categories that have raised the most money? What are the top/bottom 3 subcategories that have raised the most money?**
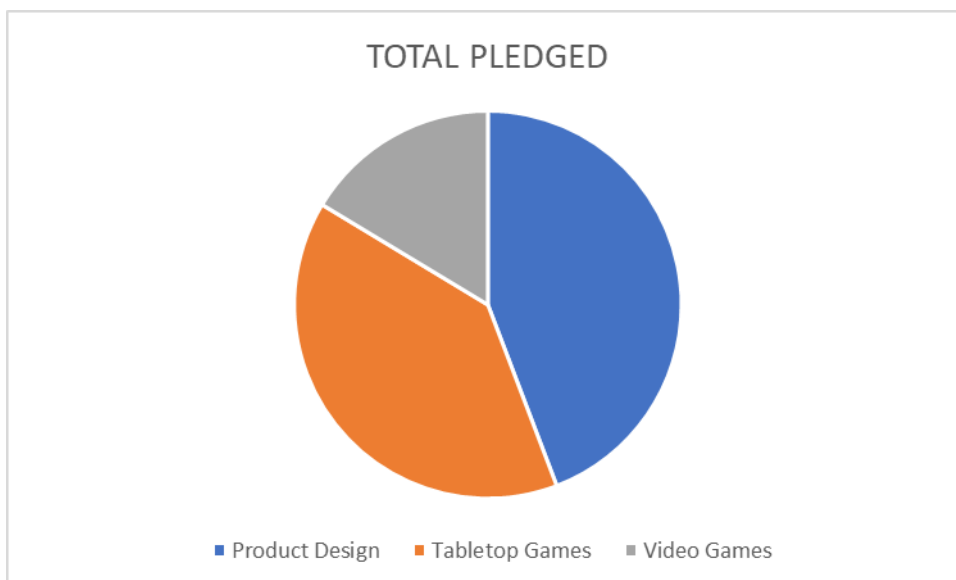
For Subcategories:
Product Design: 21111581 backers
Tabletop Games: 18827697 backers
Video Games: 7811750 backers

Least number of backers:
Glass: 150 backers
Crochet: 210.99 backers
Latin: 268 backers

4) What was the amount the most successful board game company raised? How many backers did they have?

The most successful board game was Gloomhaven (Second Printing) with pledged amount 3999795 with 40642 backers.

5) Rank the top three countries with the most successful campaigns in terms of dollars (total amount pledged), and in terms of the number of campaigns backed.
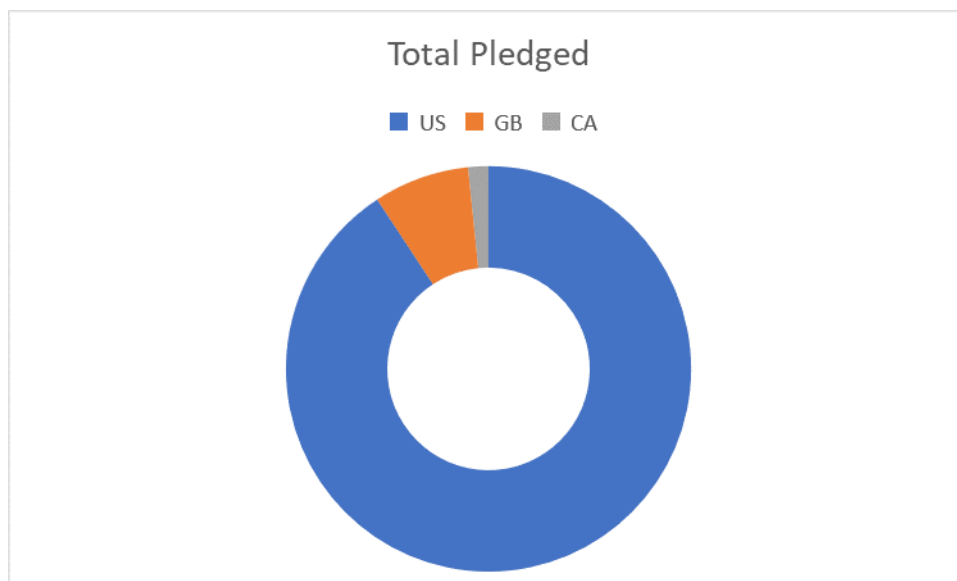
The analysis of campaign durations reveals interesting findings. The average duration of successful campaigns is 32.44971, while unsuccessful ones have an average duration of 35. With around 6000 records examined, it appears that campaign success cannot be definitively determined based solely on duration. The slight difference in average durations between successful and failed campaigns suggests that other factors may play a more crucial role in campaign outcomes. Further exploration into additional variables and patterns could provide a more comprehensive understanding of the determinants of campaign success.

FINAL ANALYSIS:

What is a realistic Kickstarter campaign goal (in dollars) should the company aim to raise?

In my analysis, it's evident that setting a realistic Kickstarter campaign goal is crucial for success. Specifically, for a fundraising target of $15,000, I recommend aiming for a goal between $10,000 and $12,000. This conclusion is drawn from the observation that numerous successful campaigns with similar funding objectives often had goals within this range. Notably, campaigns with lower goals tended to attract higher pledges and achieved greater success overall. This underscores the importance of establishing a reasonable and achievable goal, as it appears to correlate positively with campaign outcomes.

How many backers will be needed to meet their goal?

As demonstrated by the successful campaigns analysed earlier:

A campaign raised $17,484.22 with the support of 186.30 backers.

Another campaign achieved $15,406.99 in funding with 293.20 backers.

A third campaign secured $13,168.95 from 207.78 backers.

Given these examples, it can be reasonably estimated that a $15,000 goal may attract support from approximately 160 to 236 backers. This estimation is derived from the observed patterns of average amounts raised per backer in the provided data, highlighting the importance of understanding the relationship between the funding goal and the number of backers for crowdfunding success.

QUERIES USED FOR ANALYSIS:

1. Are the goals for dollars raised significantly different between campaigns that are successful and unsuccessful?

```
SELECT AVG(goal)

FROM campaign

WHERE currency_id = 2;
```

```
Select avg(Goal), outcome
From campaign
Where currency_id=2 and outcome="successful"
backers, sc
Select avg(Goal), outcome
From campaign
Where currency_id=2 and outcome="failed"
```

Top/bottom 3 subcategories

```
select c.sub_category_id, c..name

From campaign c left join sub_category sc ON c.sub_category_id=sc.id

group by sc.id

order by c.backers desc limit 3
```

```
select c.sub_category_id, c.backers, sc.name

From campaign c left join sub_category sc ON c.sub_category_id=sc.id

group by sc.id

order by c.backers asc limit 3
```

2. Top 3 categories with most backers

```
select cat.id, cat.name,sum(c.backers) as total_backers

From campaign c left join sub_category sc ON c.sub_category_id=sc.id

left join category cat ON sc.category_id=cat.id

group by cat.id order by total_backers desc limit 3
```

Bottom 3 categories with least backers

```sql
select cat.id, cat.name,sum(c.backers) as total_backers
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
left join category cat ON sc.category_id=cat.id
group by cat.id order by total_backers asc limit 3
```

3. What are the **top/bottom 3 categories** that have raised the most money?

```sql
select cat.id, cat.name,sum(c.pledged) as total_pledged
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
left join category cat ON sc.category_id=cat.id
group by cat.id order by total_pledged asc limit 3
```

```sql
select cat.id, cat.name,sum(c.pledged) as total_pledged
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
left join category cat ON sc.category_id=cat.id
group by cat.id order by total_pledged desc limit 3
```

What are the **bottom 3 subcategories** that have raised the most money?

```sql
select sc.id, sc.name,sum(c.pledged) as total_pledged
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
group by sc.name order by total_pledged asc limit 3
```

What are the **top 3 subcategories** that have raised the most money?

```sql
select sc.id, sc.name,sum(c.pledged) as total_pledged
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
group by sc.name order by total_pledged desc limit 3
```

4. What was the amount the most successful board game company raised? How many backers did they have?

```sql
select c.name,sc.id, sc.name, c.backers, c.pledged
From campaign c left join sub_category sc ON c.sub_category_id=sc.id
```

where sc.name like 'tabletop games'

order by pledged desc

5. Rank the top three countries with the most successful campaigns in terms of dollars (total amount pledged), and in terms of the number of campaigns backed.

```sql
select c.id, sum(c.pledged) as total_pledged, sum(c.backers) as total_backers,
cy.name
From campaign c left join country cy ON c.country_id = cy.id
where outcome="successful"
group by cy.name
order by total_pledged desc, total_backers desc limit 3
```

6. Do longer, or shorter campaigns tend to raise more money? Why?

```sql
SELECT TIMESTAMPDIFF(day, launched, deadline) AS duration, id, country_id, goal,
pledged, backers, outcome
FROM campaign
WHERE outcome IN ('successful');
```

*Used MySql for this query, as TimeStampDiff() or month() or year() etc wasn't recognised as function on brainstorm sql platform.