Tabletop Game Kickstarter Campaign Business Report

Introduction

The executive team of a small board game company needs a data-driven strategy to launch its first Kickstarter campaign. The team decided on a minimum goal of USD 15,000 to start their project.

This report will answer the following questions to maximize funding for their first Kickstarter campaign:

1. What is a realistic Kickstarter campaign goal (in dollars) should the company aim to raise?
2. How many backers will be needed to meet their goal?
3. How many backers can the company realistically expect, based on trends in their category?

Preliminary Data Analysis

Top 3 of the Highest Money Pledged for Campaigns in All Categories

On Kickstarter, the names of the top 3 USD campaigns by the amount of money pledged are the following:

1. **Bring Reading Rainbow Back for Every Child, Everywhere!** (~USD 5.4 million)
2. **Gloomhaven (Second Printing)** (~ USD 4 million)
3. **WISH I WAS HERE** (~ USD 3.1 million)

From the top 3 campaigns, the Gloomhaven (Second Printing), a tabletop game, was able to raise nearly 4 million dollars. From this data, there is evidence that tabletop games have a market interest.

Funding Goal Differences between a Failed and Successful Game Campaign

On average, the funding goals of a successful and failed game campaign are approximately **USD 14,000** and **USD 35,000** respectively. The funding goal difference between successful and failed game campaigns is approximately **USD 21,000**. From this data, there is evidence that a tabletop game campaign is more likely to succeed with a funding goal closer to USD 14,000 and is more likely to fail with a funding goal closer to or over USD 35,000.

Top 3 Countries with the Highest Number of Total Campaigns

On Kickstarter, the top 3 countries that had the highest number of campaigns are the following:

4. **United States** (~ 12,000 campaigns)
5. **Great Britain** (~ 1,300 campaigns)
6. **Canada** (~ 590 campaigns)

From this data, there is evidence the United States is the country that uses the Kickstarter platform most frequently for funding projects.

Average Pledge Per Backer for Successful Campaigns Based on Category

There are a total of 15 different categories. The category with the highest average pledged per backer was Art (~USD 130). The category with the lowest average pledged per backer was Comics (~USD 47). The Games category was the 5th lowest average pledged per backer with **~USD 70**.

Average Pledged Per Backer > USD 250 for All Campaigns Based on Subcategory

Across all campaigns, 4 sub-categories have an average per backer pledge greater than 250 dollars.

1. **Sculpture** (~USD 610 pledge per backer)
2. **Flight** (~USD 450 pledge per backer)
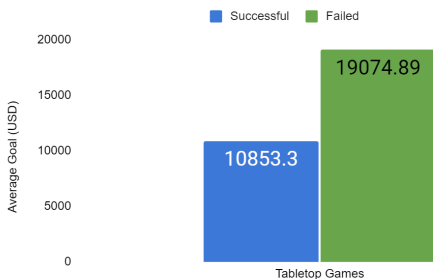3. **3D Printer** (~USD 420 pledge per backer)

4. **Translations** (~USD 370 pledge per backer)

The sub-category **Tabletop Games** had an average per backer pledge of **~USD 74**.

Data Visualization

Tabletop Campaign Goal

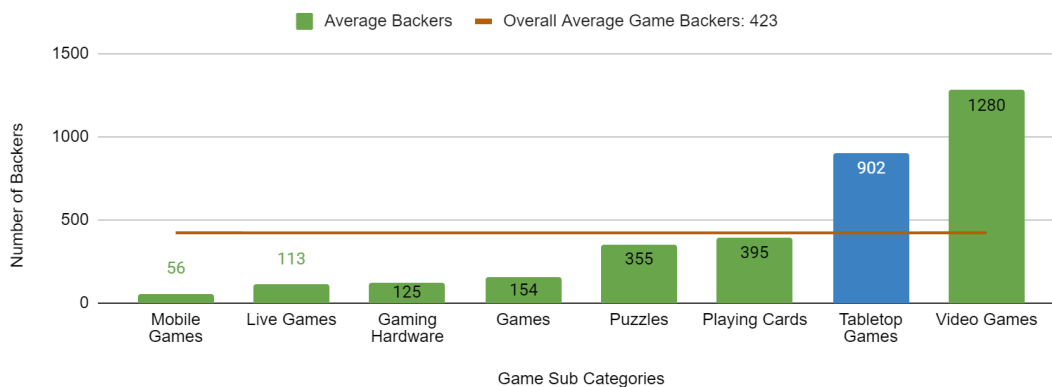Average Goal of Successful and Failed Tabletop Campaigns

Successful Tabletop campaigns have an average goal of USD 10,803.30. Failed Tabletop campaigns have an average goal of USD 19,704.89. Given the company's minimum funding goal of USD 15,000, the campaign risks becoming a failure if it were to increase its funding goal.

A suggested campaign goal would be **USD 15,000**, taking into account both the average goals of successful and failed Tabletop campaigns.
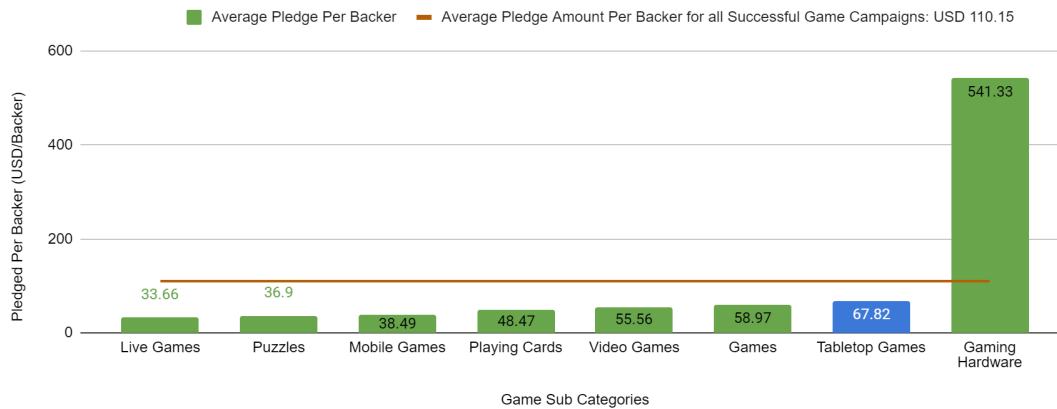
Game Backer Goal

Average Backers of Successful Game Campaigns

The company can realistically expect approximately **902 backers** for their Kickstarter campaign based on the trend of the successful Tabletop Games category.
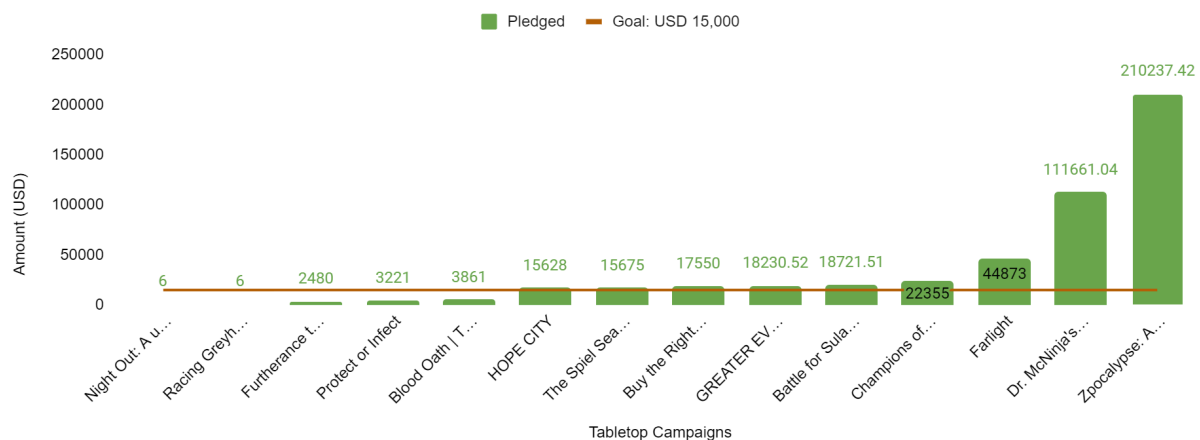
Game Pledge Per Backer Goal

Average Per Backer Pledge for Successful Game Campaigns

■ Average Pledge Per Backer — Average Pledge Amount Per Backer for all Successful Game Campaigns: USD 110.15

The company can realistically expect approximately **USD 67.82** pledge per backer for their Kickstarter campaign based on the trend of the successful Tabletop Games category.

Successful and Failed Tabletop Pledge with Goal USD 15,000

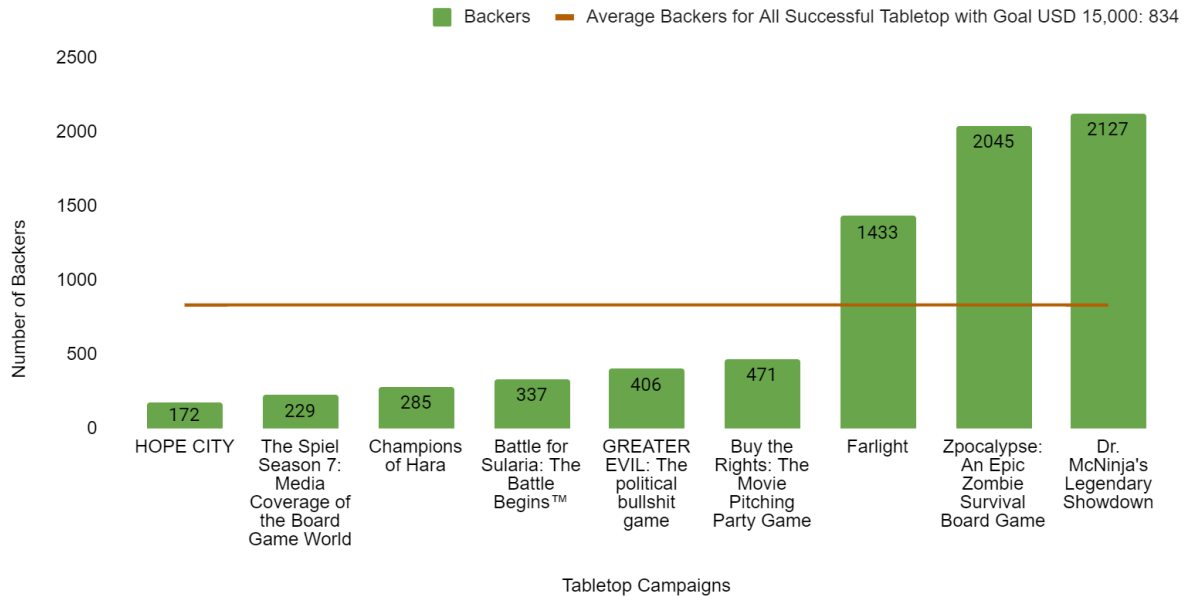Pledge Amount of Tabletop Games with the Goal of USD 15,000

■ Pledged — Goal: USD 15,000

67% (9 successful campaigns divided by 14 total campaigns) of all tabletop campaigns with a funding goal of USD 15,000 were successful.

Successful Tabletop Backers with Goal USD 15,000

Backers for Successful Tabletop Games With Goal USD 15,000

The average number of backers for successful tabletop campaigns with a funding goal of USD 15,000 is **834**. This trend for tabletop campaigns is close to the trend for successful game campaigns of 905 backers.

Results and Conclusion

Based on the data analysis, **USD 15,000** is a realistic Kickstarter campaign goal the company should aim to raise. The company can realistically expect **902 backers** based on the trends of the successful Game category.