

# Kickstarter Campaign Analysis

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Oct. 9, 2023

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## Introduction

### Background

The small board game company wants to launch a campaign on Kickstarter, a funding platform for creative projects, operating through the “crowdfunding” model. The minimum amount of funding required for this project is \$15,000 USD.

### Assumptions

The data provided is campaigns and results launched with Kickstarter. The context of the campaign remain unknown unless we have more data. Hence, in the analysis we take into consideration only the category, sub-category, launch and end date, goal for the funding, money raised, number of backers, and campaign outcome. We assume that this project falls into the tabletop game subcategory for the Kickstarter campaign.

A notable decrease in the number of campaigns when the goal gets higher over 50k within our desired sub-category. Data might be insufficient to support the analysis after a certain threshold of goal amount reached.

### Business Objective

The objective for this analysis, given the above information, is to maximize the funding amount (with minimum \$15,000 USD for the campaign goal while ensuring the success for the campaign).

In the analysis we focus on the board game (tabletop game subcategory) category to figure out a realistic campaign goal range, and further estimate the number of backer needed for the goal.

## Analytics Results

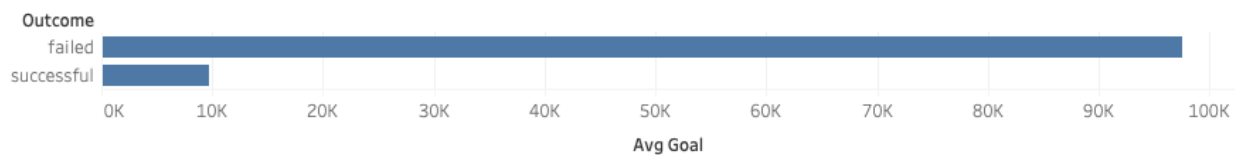
The analytics process is broken down into the following:

1. Understanding how campaign success is affected by the goal amount.
2. Locating the category the company is interested in (tabletop game), understand how it is performing

3. Understanding how the most successful campaign within the category of interest is performing
4. Focusing on tabletop game, grouped the goals into different segments, and calculated the success rate of each segments. This shows us the potential chance of being success we are losing over choosing a higher segment. A range of goal can be further determined based on the company's requirement.
5. Understand the relationship between backers and goal for the desired category, and further estimate the backers needed, or may achieved.

## Goal vs Campaign Success

Goal vs Outcome

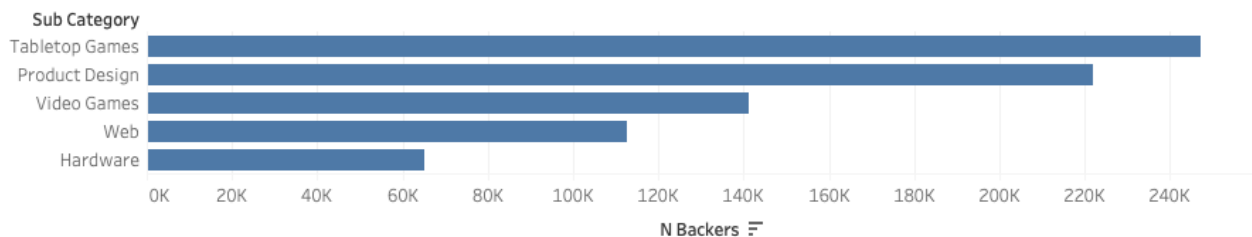


Avg Goal as an attribute for each Outcome. The view is filtered on Outcome, which keeps failed and successful.

On average, goals for successful and failed campaign are significantly different. With higher average goal amount for the failed campaign. Selecting higher amount of goal may lead to campaign failure.

## Tabletop Game: the most popular subcategory

Top 5 Subcategory by backers

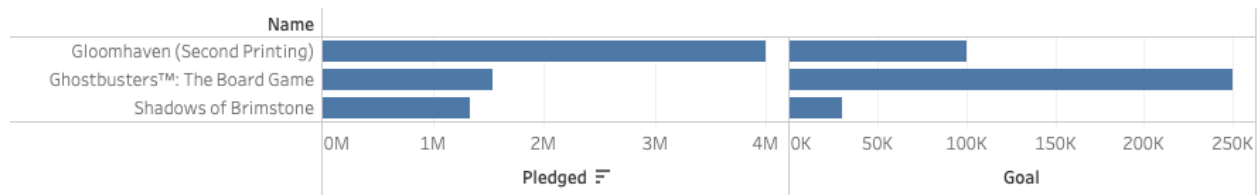


Sum of N Backers for each Sub Category. The view is filtered on Sub Category, which keeps Hardware, Product Design, Tabletop Games, Video Games and Web.

With the total of over 247k backers (around \$21M USD) acquired from 553 campaigns, tabletop game is the most popular subcategory ranked by the total number of backers (2nd popular ranked by the amount of money raised).

# The most successful board game

## Top 3 Board Games

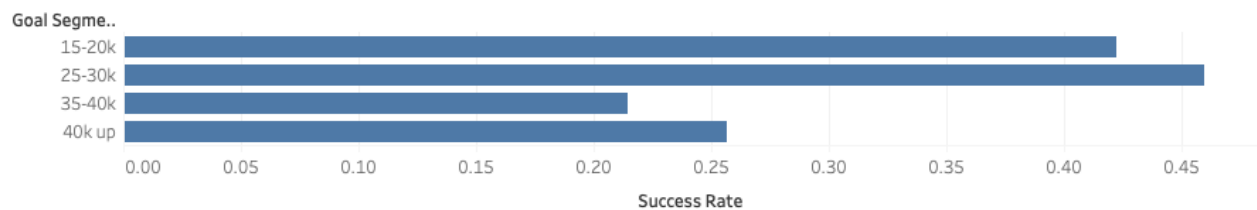


Sum of Pledged and sum of Goal for each Name. The data is filtered on Sub Category Id, which keeps 14.

Reaching approximately \$4M USD in amount raised with an \$100k goal, “Gloomhaven (Second Printing)” is the most successful campaign in the tabletop game subcategory. The greatest amount of goal (\$250k USD) that has ever been achieved in this subcategory is “Ghostbusters”.

## Success Rate by Goal Segments

### Success Rate by Goals

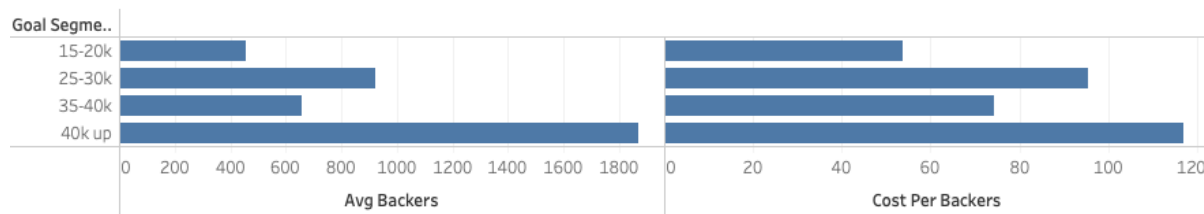


Sum of Success Rate for each Goal Segment.

Overall, the tabletop game subcategory have a success rate of 53.16%. The success rate of the campaign with goals larger than \$15,000 USD is 37.27%. As for the segment we are aiming at (tabletop game with over 15,000 goal amount), we found that stretching for goals over 30k may be prone to success rate drop.

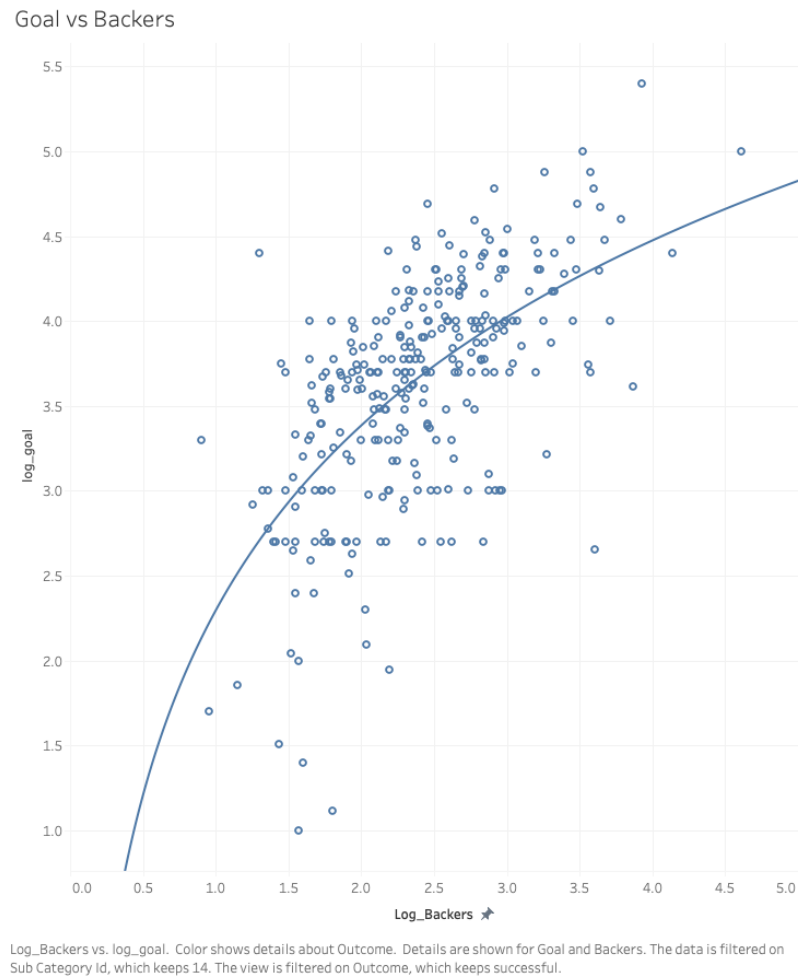
## Backers v.s. Goals

### Backers by Goals



Sum of Avg Backers and sum of Cost Per Backers for each Goal Segment.

A positive trend spotted for backers and goals after log transformation. Cost per backers for the range 25k-30k is \$95.5 on average, while average backer is 921. This number exceeds the amount of backer needed to actually achieve the goal. (i.e.  $95.5 \times 921 = 87955.5$ ). For example, a goal set for 30k with 95.5 cost per backers, the number of backer needed to achieve successful campaign is 315 backers.

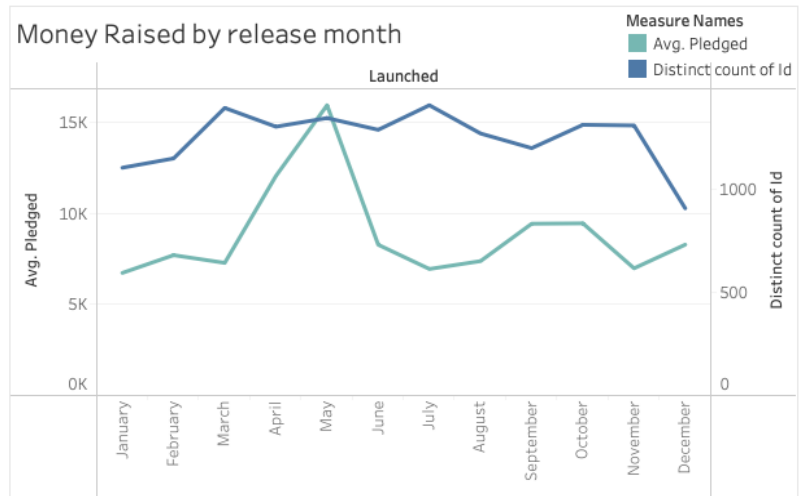
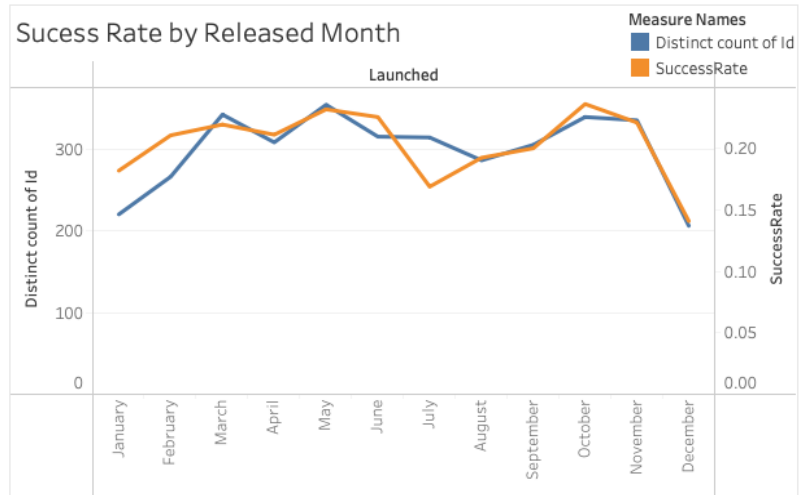
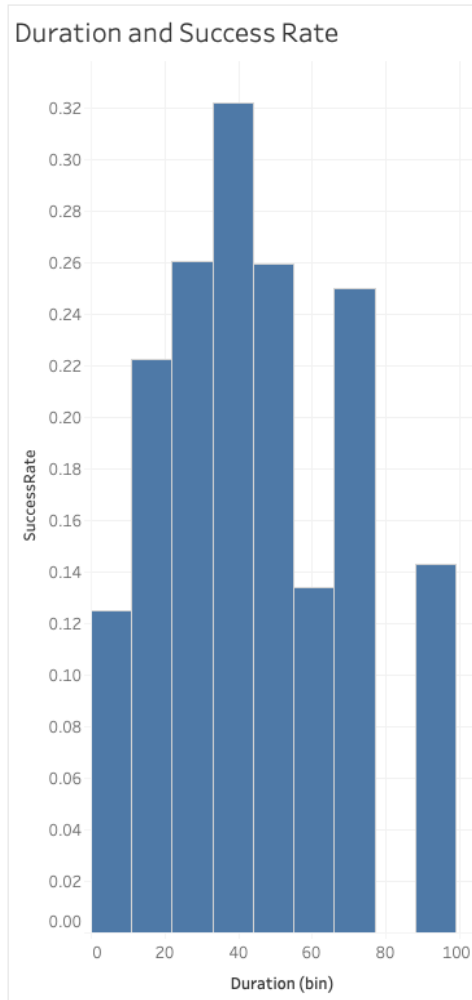


## Recommendation

- Focusing on the tabletop games subcategory, the suggested goal for the company would be around \$25,000 USD – \$30,000 USD (historical success rate around 46%).
- The largest goal ever success in the tabletop category is 250k. However, significant drop in success rate is observed (dropped to 21%) once the goal went over 35k.
- Approximate to the average of cost per backer within the board game category at 95.5, around 315 backer is needed to reach the campaign goal.
- Based on the trends in the category, expected backers are around 1000 with 25k goal, and 770 with 30k goal.

# Appendix

## Launch date and duration



Identified peaked money raised in May for campaign with goals over 15000. Higher success rate tends to also appear in May. The duration has an overall higher success rate with 30-60 days, peaked at around 30-40 days.