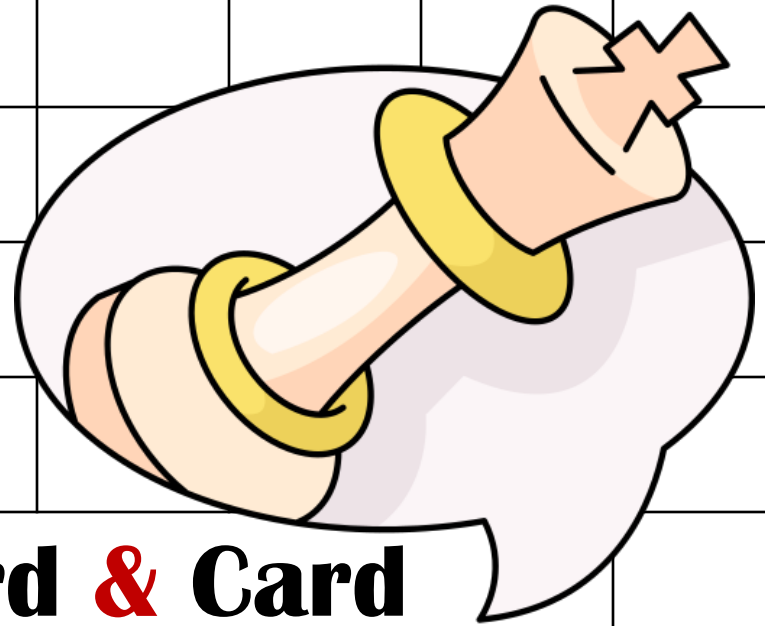


Decoding Success:



Key Drivers of Board & Card Game Campaigns on Kickstarter

By: Fatima Ammar - Zahraa Alrosani - Zahra Khalaf - Ghufra Alhayki

Problem Statement:

Kickstarter is exploring a consulting service to help board game creators improve their campaign success. Many campaigns fail due to uninformed decisions. This analysis aims to extract clear, data-driven recommendations to support future projects.

Aim's:

1

Identify the key factors influencing the success of board and card game campaigns on Kickstarter.

2

Analyze the effects of launch timing, campaign duration, funding goals, reward tier pricing, backer engagement.

3

Provide actionable recommendations for board game creators to improve campaigns and increase success.

Overview:

552

Total Number of
Projects

261

Number of Successful
Project

210

Number of Failed
Project

8.68K

Average of Project's
Goal

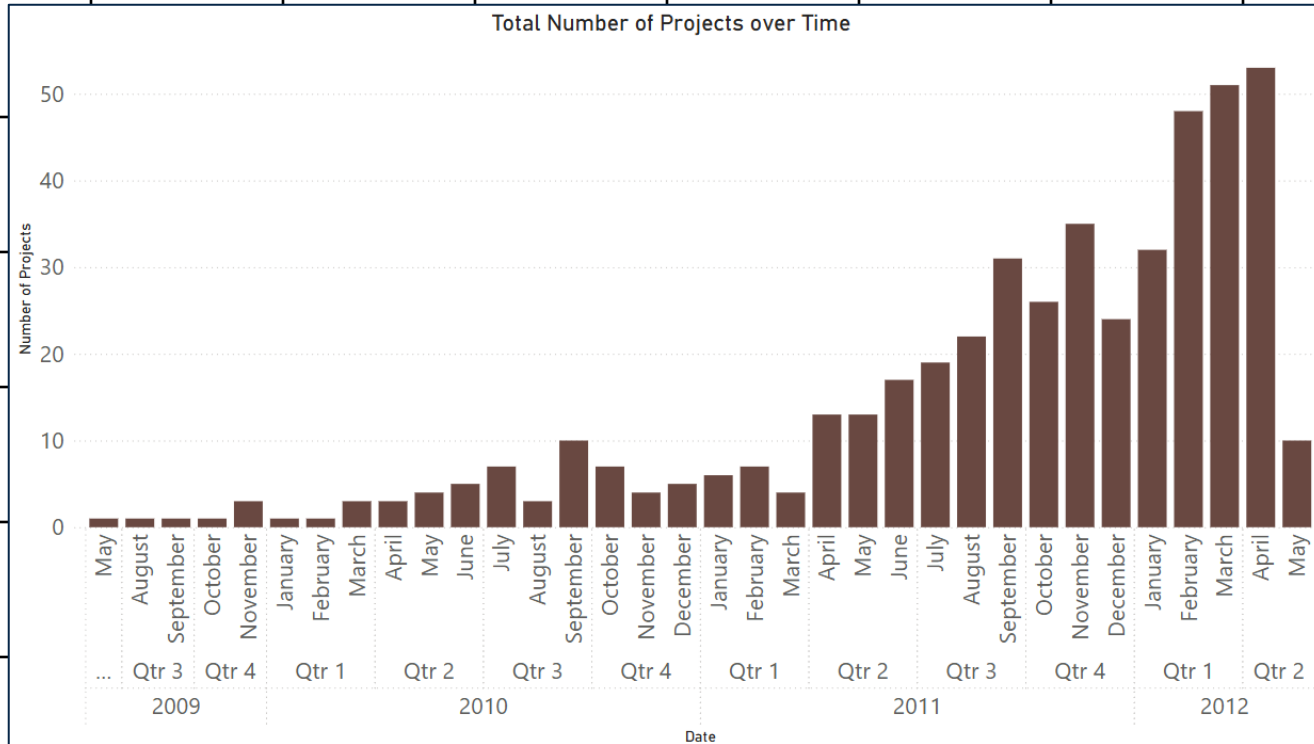
40.92

Average of Project's
Duration

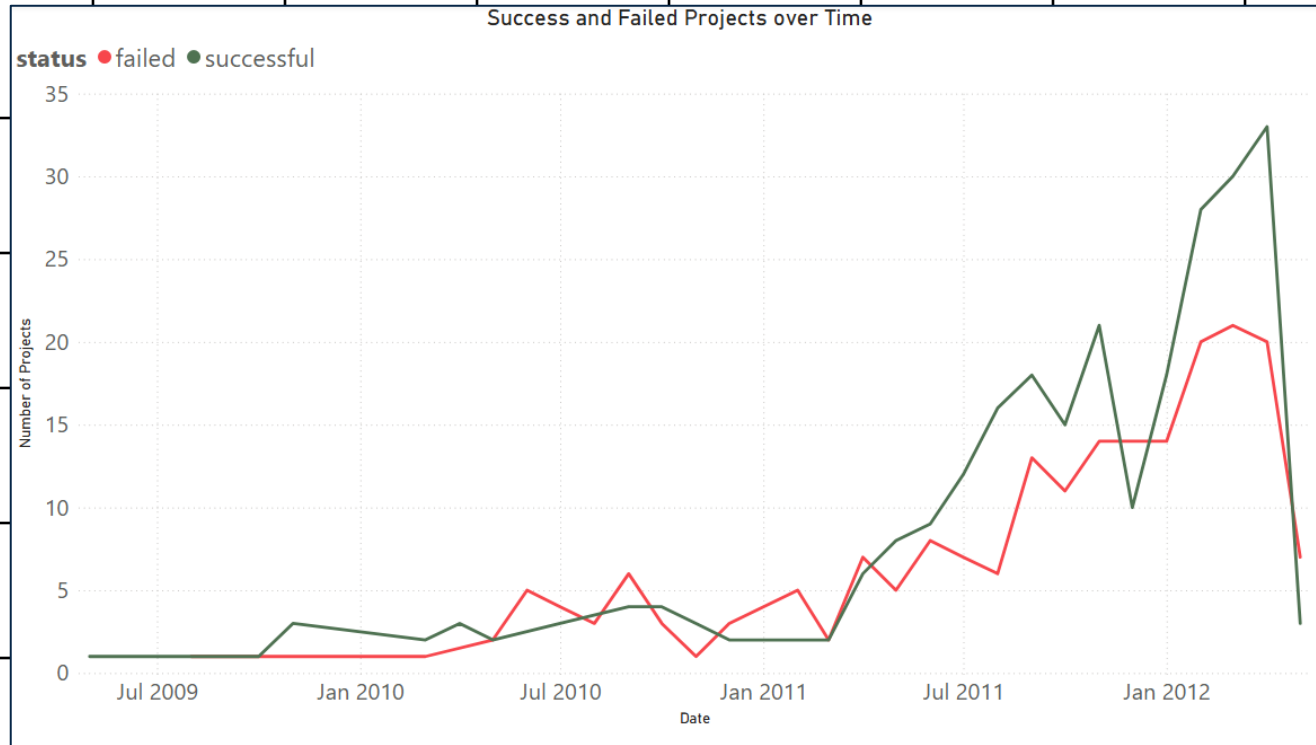
358.77

Average of Successful
Project's Backers

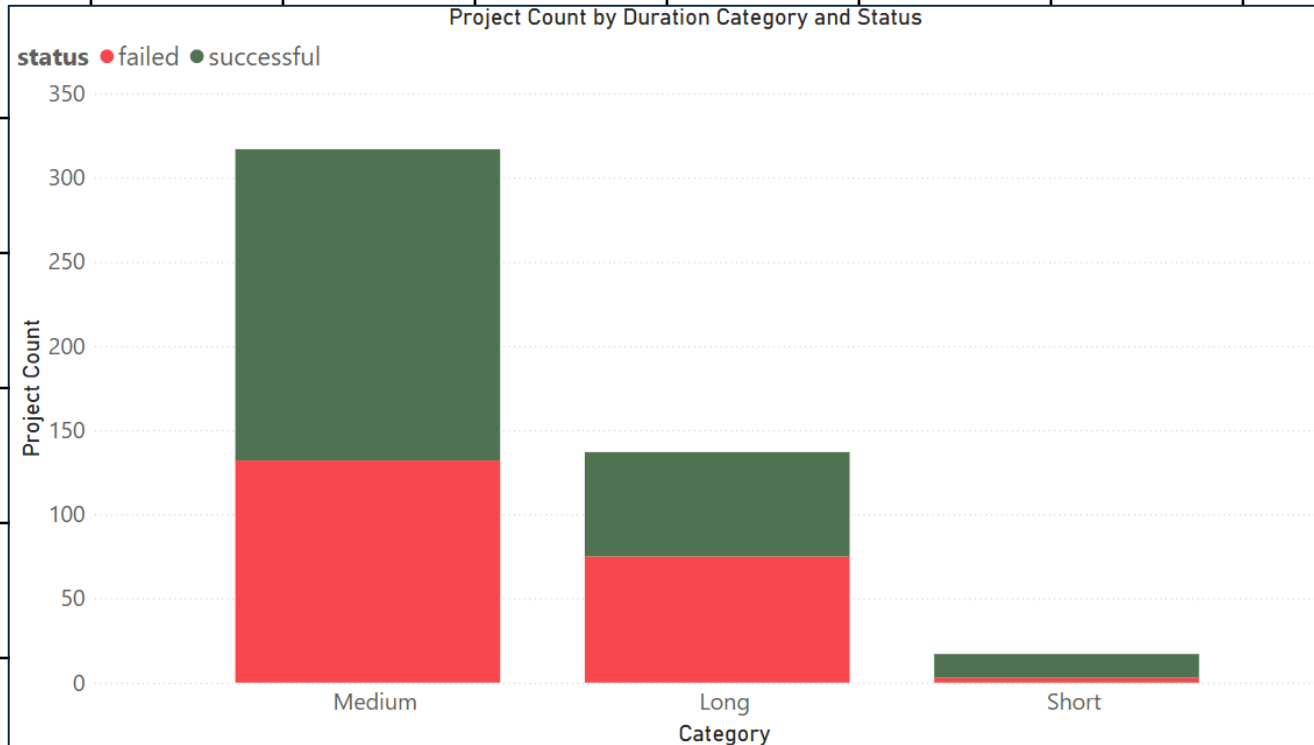
Lunch Timing:



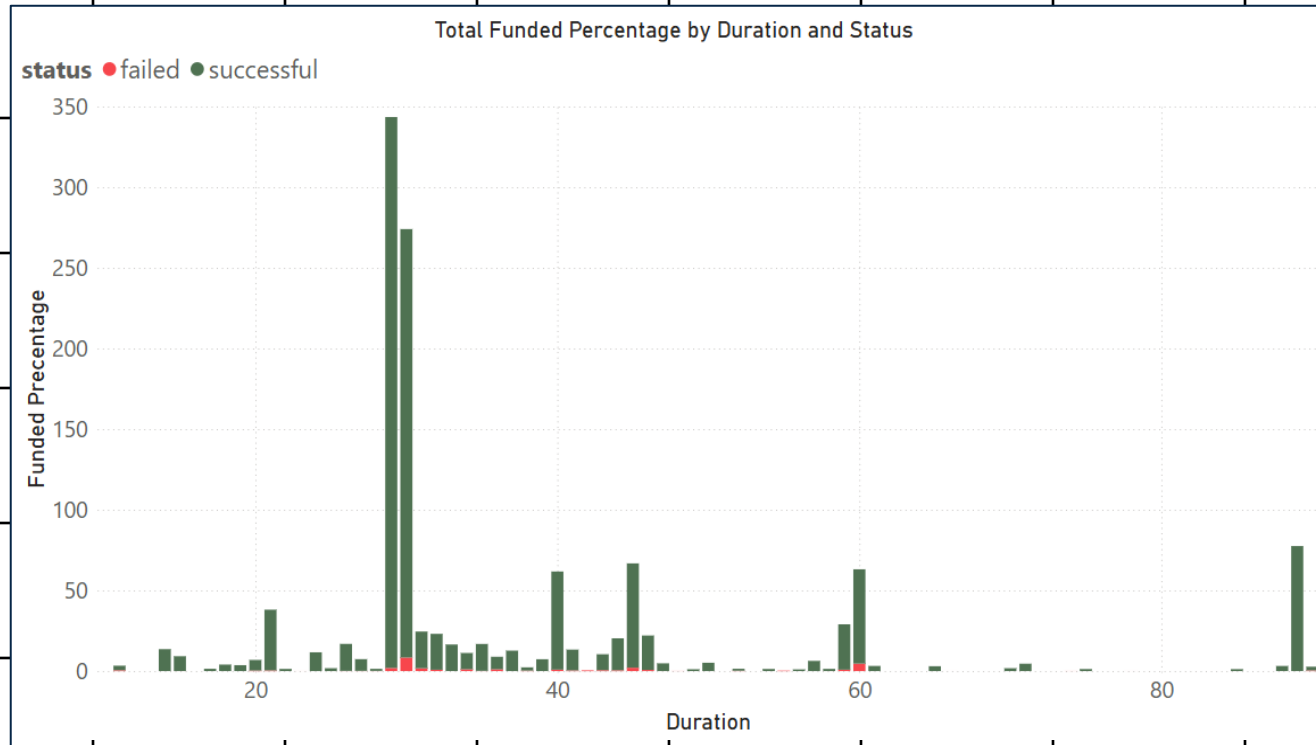
Lunch Timing:



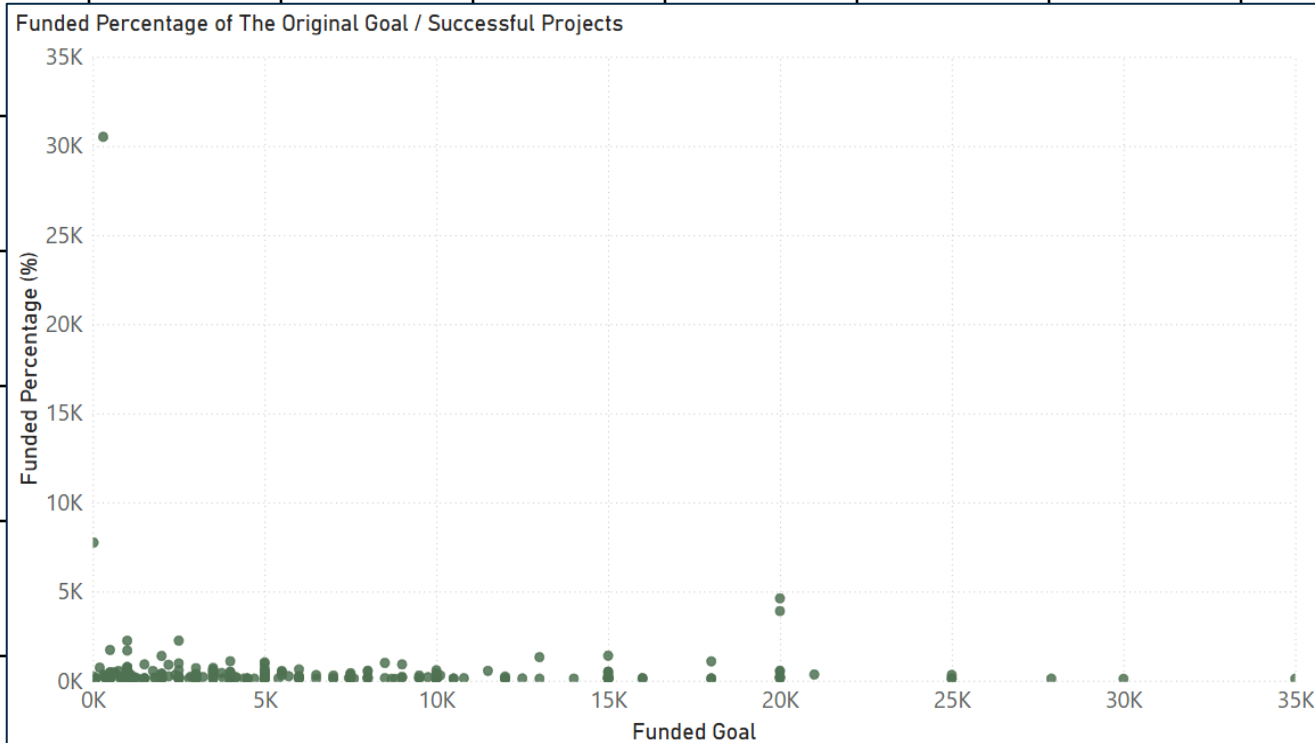
Campaign Duration:



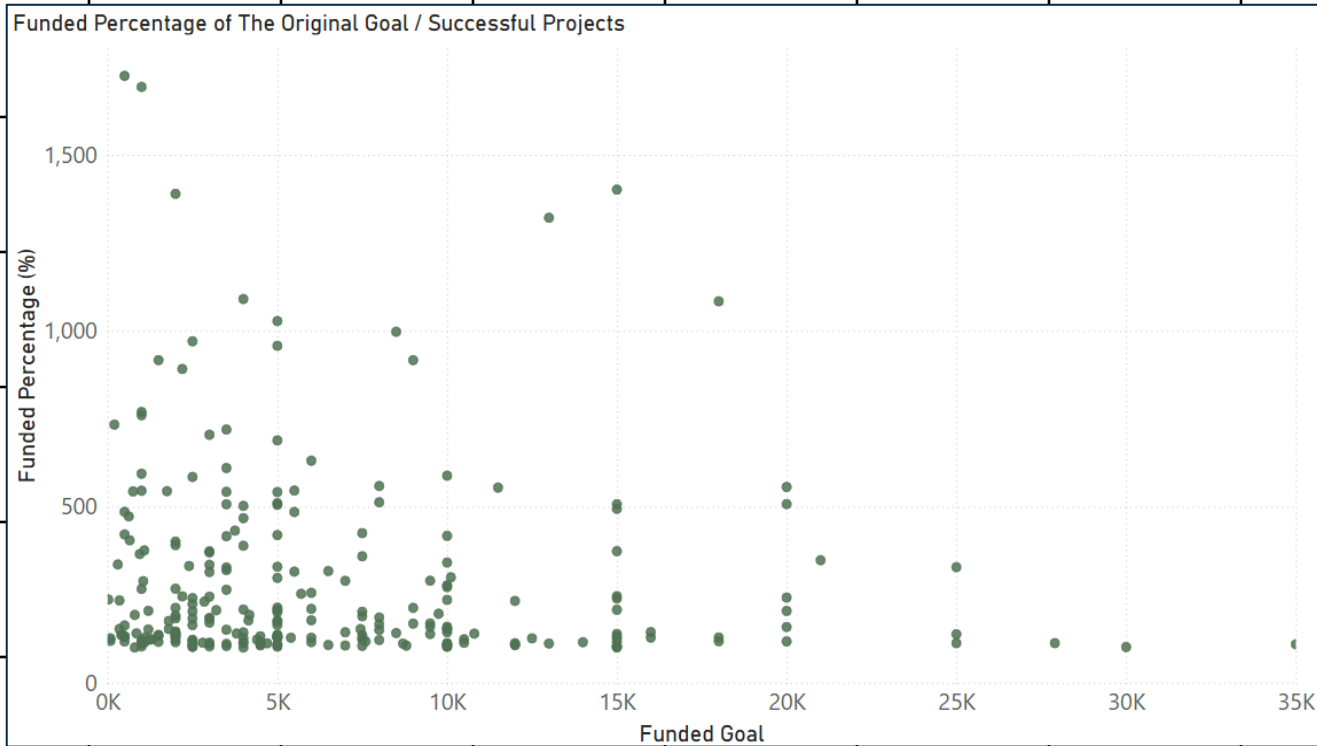
Campaign Duration:



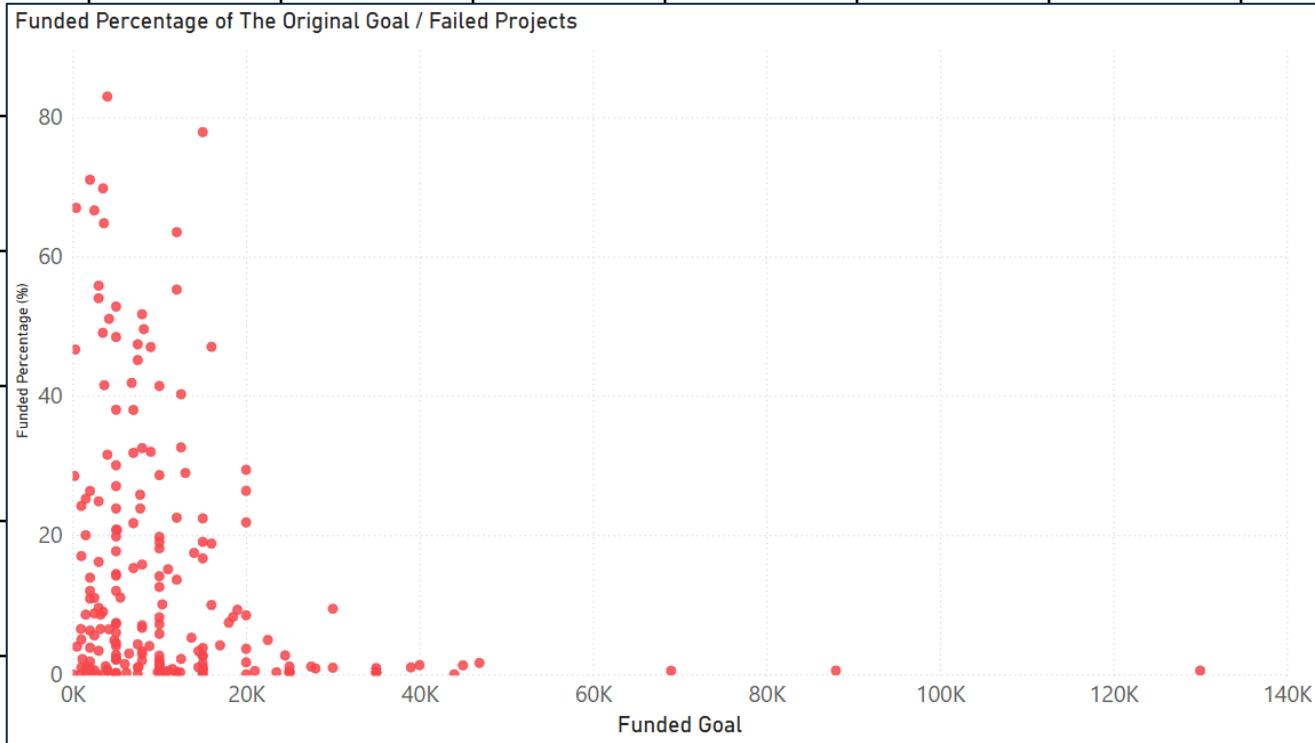
Funding Goals:



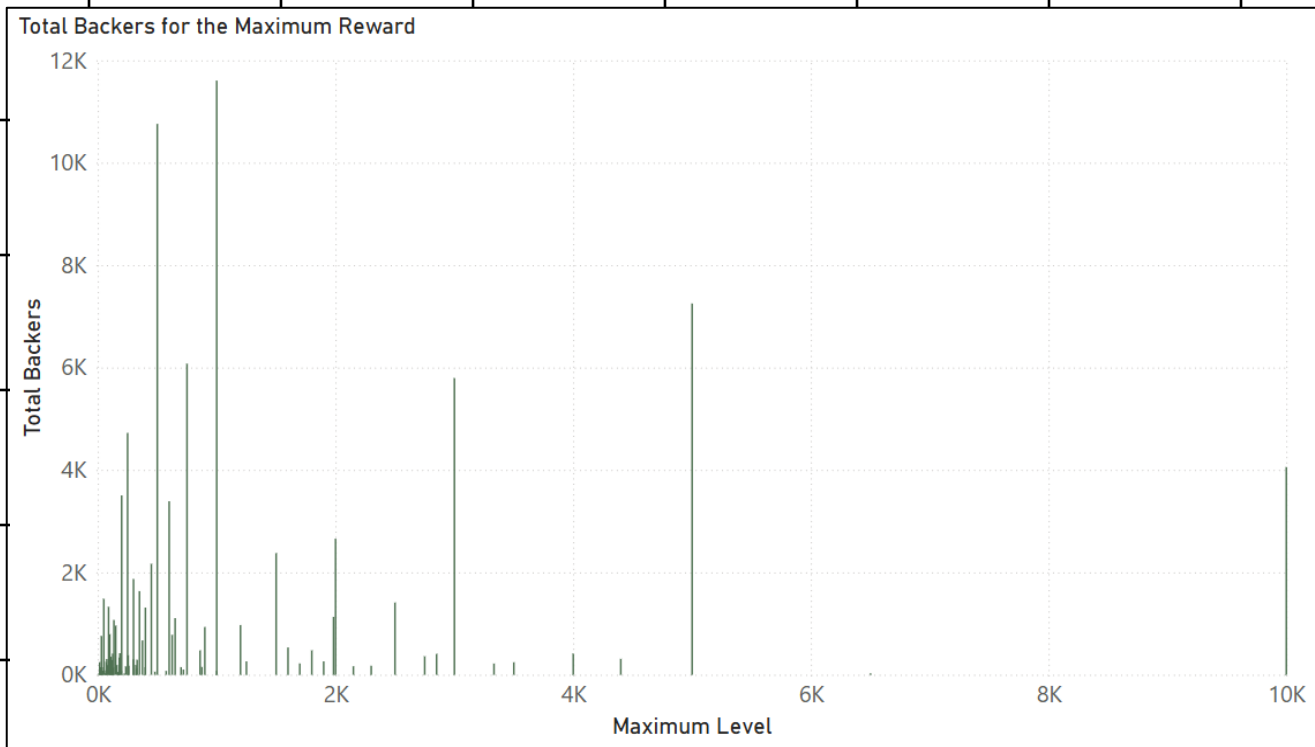
Funding Goals:



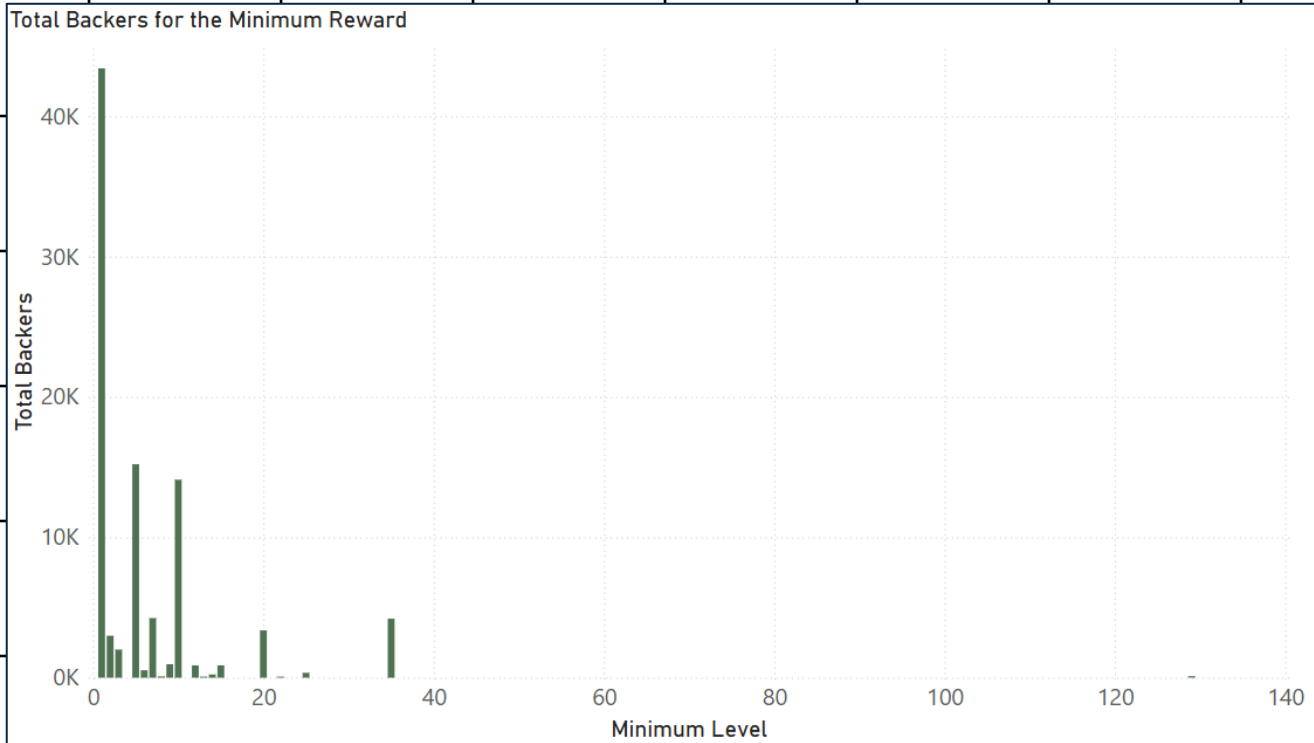
Funding Goals:



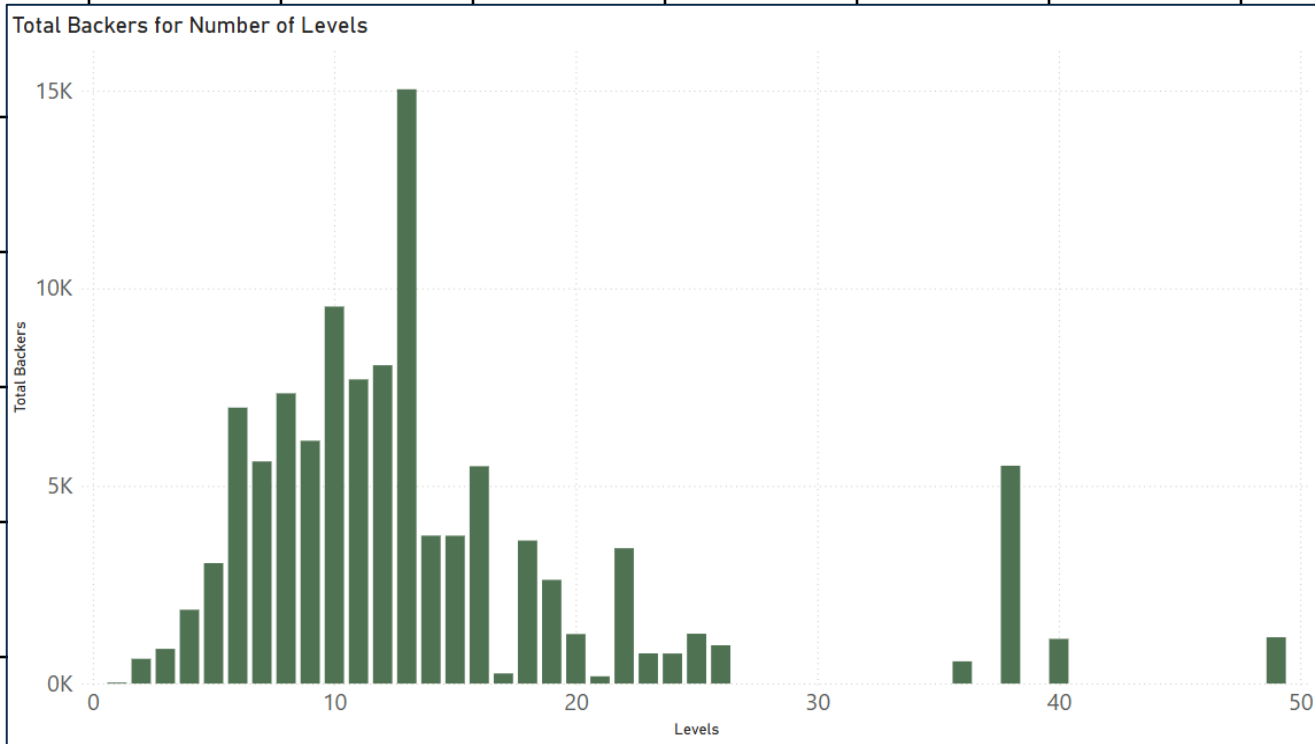
Reward Tier Pricing:



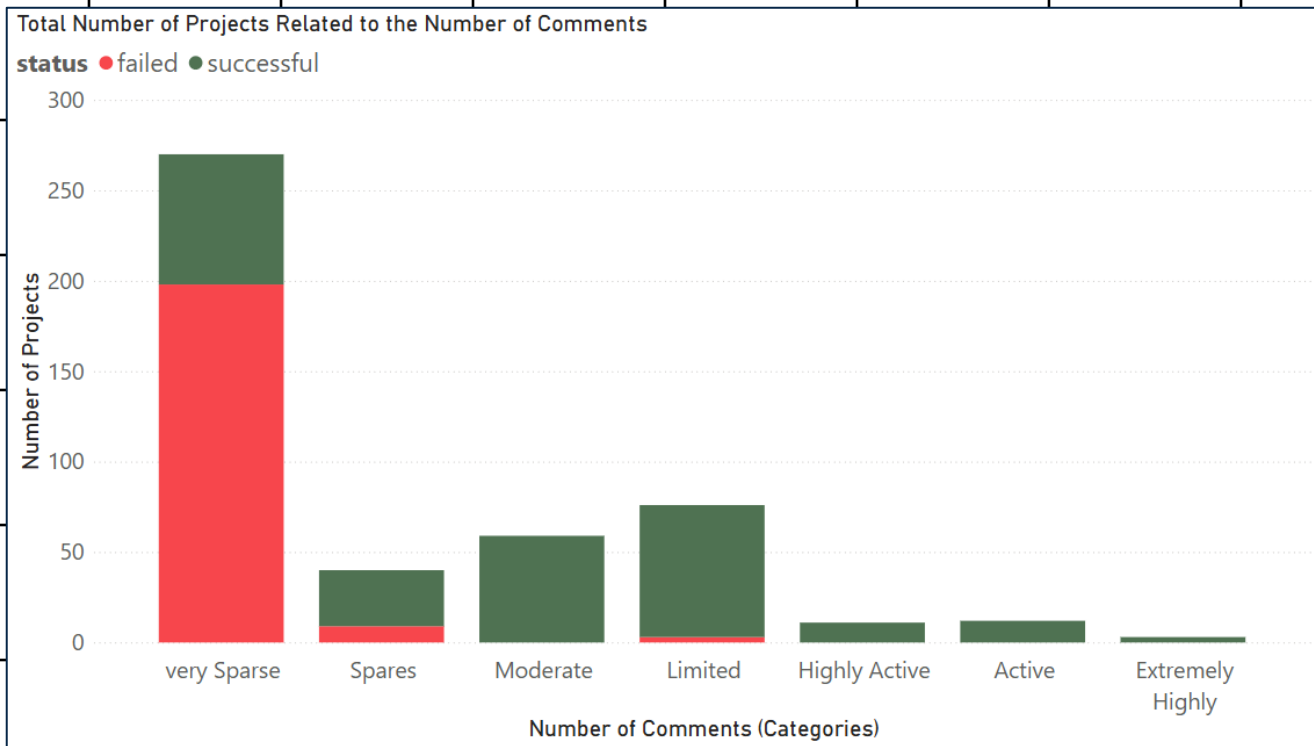
Reward Tier Pricing:



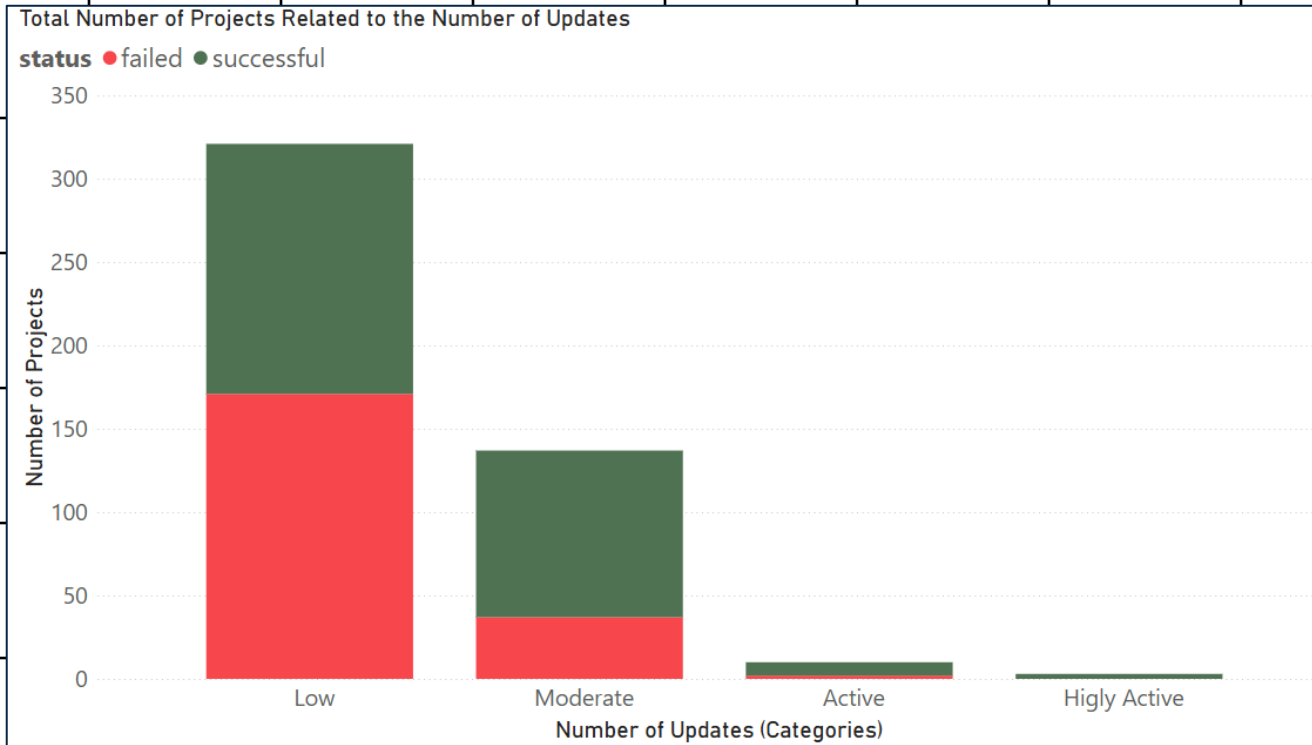
Reward Tier Pricing:



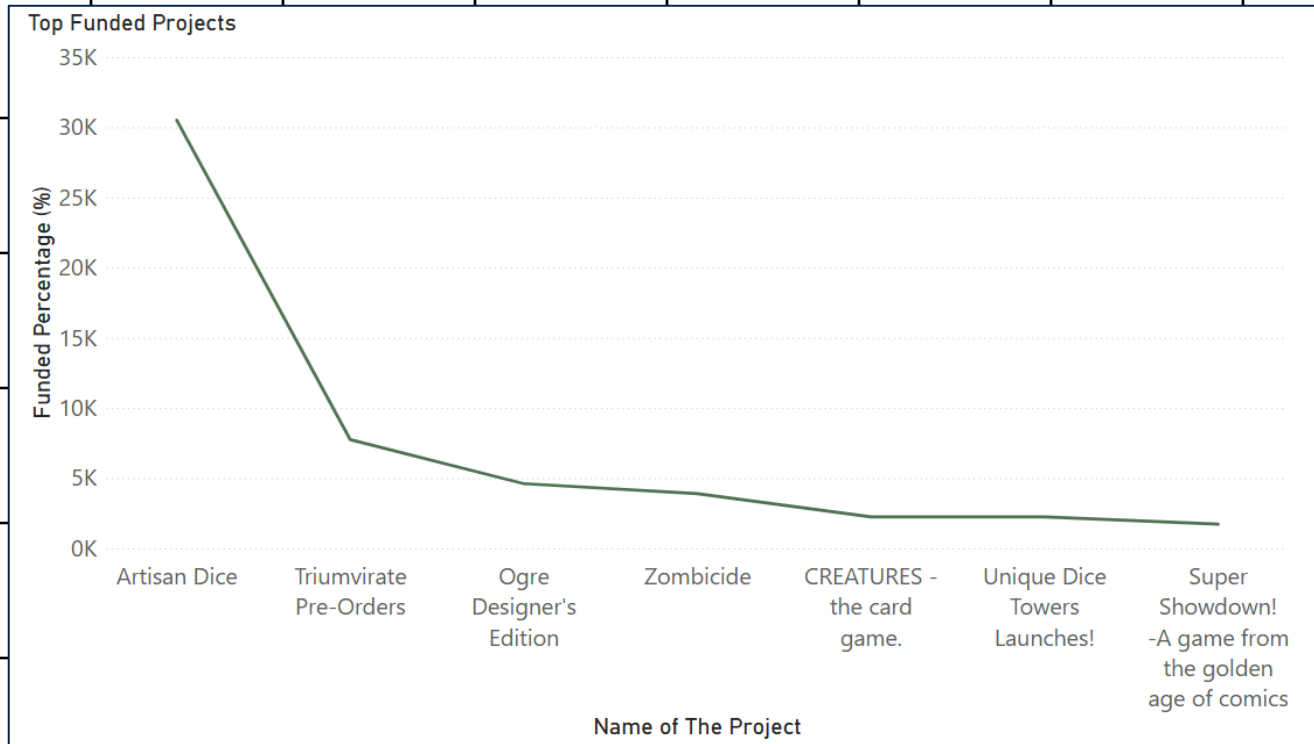
Engagement:



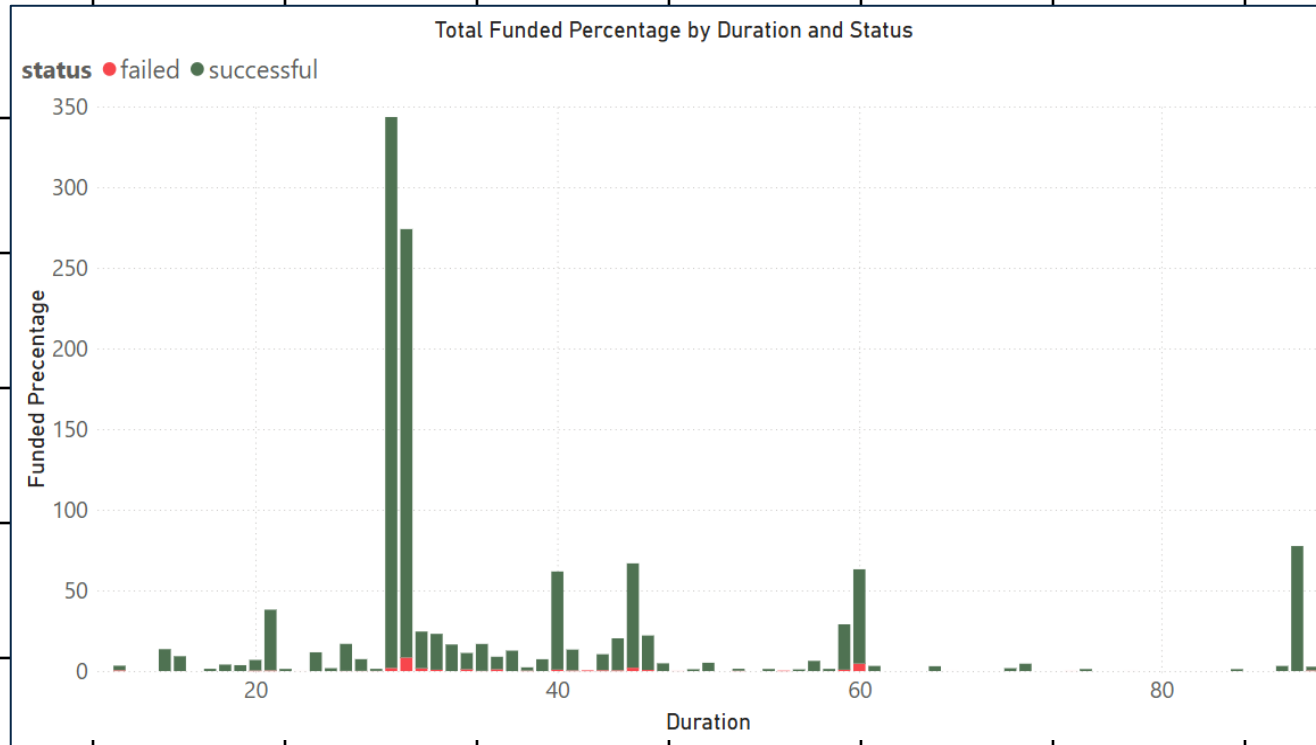
Engagement:



Example of high success:



Example of high success:



Recommendation:

1

Keep funding goal
under \$10,000

5

Offer higher-tier special
editions for premium backers.

2

5 to 15 reward tiers
recommended.

6

Minimum 10 updates
throughout the campaign.

3

Start rewards at \$10–
\$20 minimum.

7

Encourage > 20 comments
through active communication.

4

Target duration
between 21 to 45 days.