Business Report

I have reviewed the Kickstarter data provided, which was composed of information regarding 15,000 campaigns between the years 2009-2018. I have analyzed the data with the aim of maximizing the amount of money raised by the company's upcoming board game campaign. In my analyses, I have mostly focused on the data concerning the campaign goals, number of backers, amount of money raised, and duration of campaigns in order to provide the answers the company seeks. I have used MySQL to investigate the data and Python (with packages pandas, seaborn, matplotlib, and scipy) to visualize and analyze it.

Preliminary Data Analysis

Regarding the analyses on campaign goals and the amount of money raised, I have only included the data reported in USD (11772 cases), because including the other currencies without converting them to the USD exchange rate on to the date of the campaign would contaminate the results.

Overview of the data

Out of the 11,772 Kickstarter campaigns reported in USD, only 4,369 were successful, while 6,080 failed to reach the campaign goal by the deadline. On average, successful campaigns set the goal of $10,000 USD and raised more than $23,000 from 297 backers, while failed campaigns set the goal of $97,500 and only raised $1400 USD from 18 backers. A statistical analysis (t-test) revealed that goals for dollars raised were significantly different between campaigns that were successful and unsuccessful ($p < .01$).

These are the top and bottom three categories/subcategories by backers:

- Top categories: Film & Video (2574), Music (2037), Publishing (1610)
- Top subcategories: Product Design (963), Documentary (685), Music (633)
- Bottom categories: Journalism (120), Dance (124), Crafts (353)
- Bottom subcategories: Letterpress (1), Taxidermy (1), Glass (2)

These are the top and bottom three categories/subcategories by the total amount of money raised in USD:

- Top categories: Technology ($22,780,924), Games ($22,712,894), Design ($19,456,282)
- Top subcategories: Product Design ($17,105,405), Tabletop Games ($15,815,717), Video Games ($6,077,413)
- Bottom categories: Journalism ($431,039), Dance ($440,839), Crafts ($523,396)
- Bottom subcategories: Photo ($26), Crochet ($80), Audio ($131)

The most successful board game campaign was called "Gloomhaven (Second Printing)" and it raised $4 million USD from 40642 backers.

United States was the country that raised the most money, $100,971,994 USD, and had the highest number of successful campaigns, 4365. Great Britain was next, raising £8,514,817 GBP while having 487 successful campaigns. Third was Canada, which raised $1,804,147 CAD from 137 successful campaigns.

In terms of duration, longest campaign was up for 92 days while the shortest ones lasted only 1 day. On average, campaigns were up for 34 days. After sorting all USD campaigns according to their

duration and dividing them into two groups, the result of the statistical analysis (t-test) revealed that the amount of money raised was significantly higher in longer campaigns ($11,812) compared to shorter ones ($7,465) (p < .01). Furthermore, longer campaigns had significantly more backers (145) compared to shorter ones (99) (p < .05), which also explains why longer campaigns raised more dollars.

Visualizing the Data

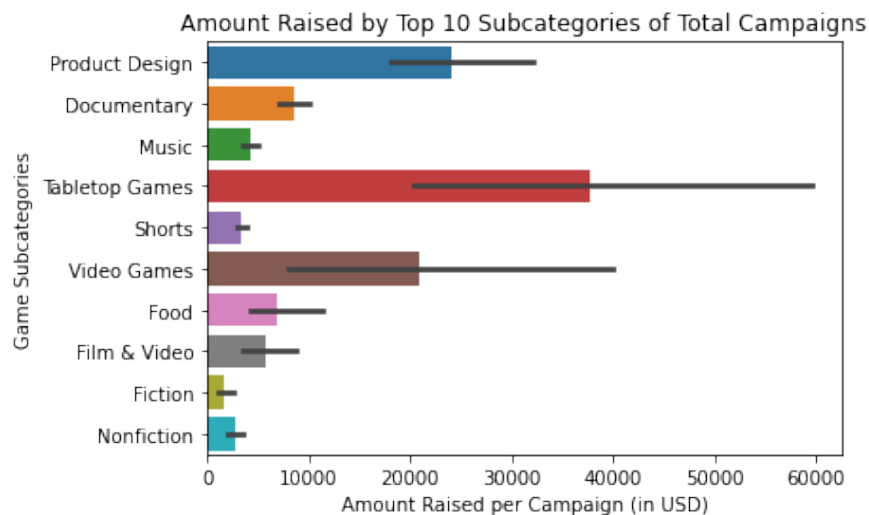I have created five data visualizations to illustrate the key insights and trends in the data:

Figure 1

Figure 1 shows the trends concerning the amount of dollars raised per campaign in the subcategories that have the greatest number of campaigns. As we can see, board games are already one of the most popular subcategories and more importantly, it is the subcategory that raises the highest amount of dollars per campaign. There are already many board game enthusiasts on Kickstarter who are not hesitant to spend a large sum of money on a project they like.
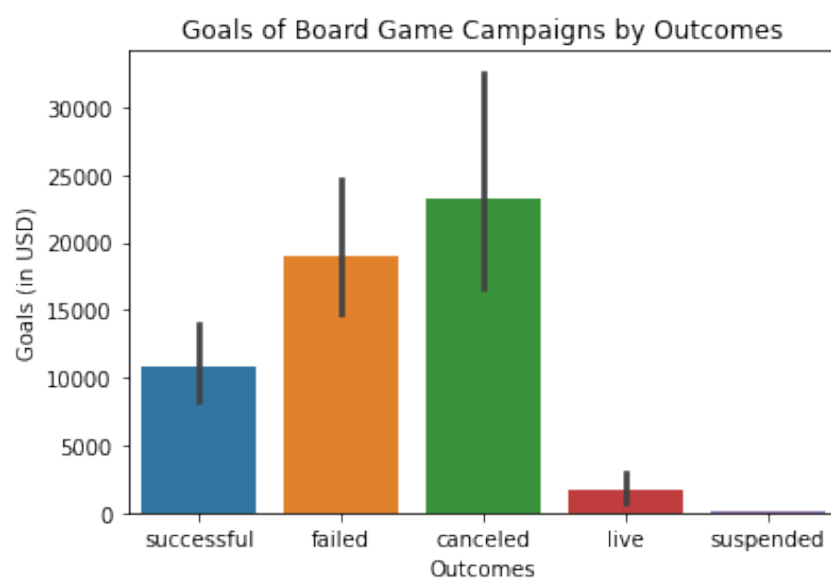

Figure 2

Figure 2 reveals the goals set by board games campaigns according to each outcome. Successful campaigns usually set their goals around $10,000 USD, while unsuccessful ones set them much higher.
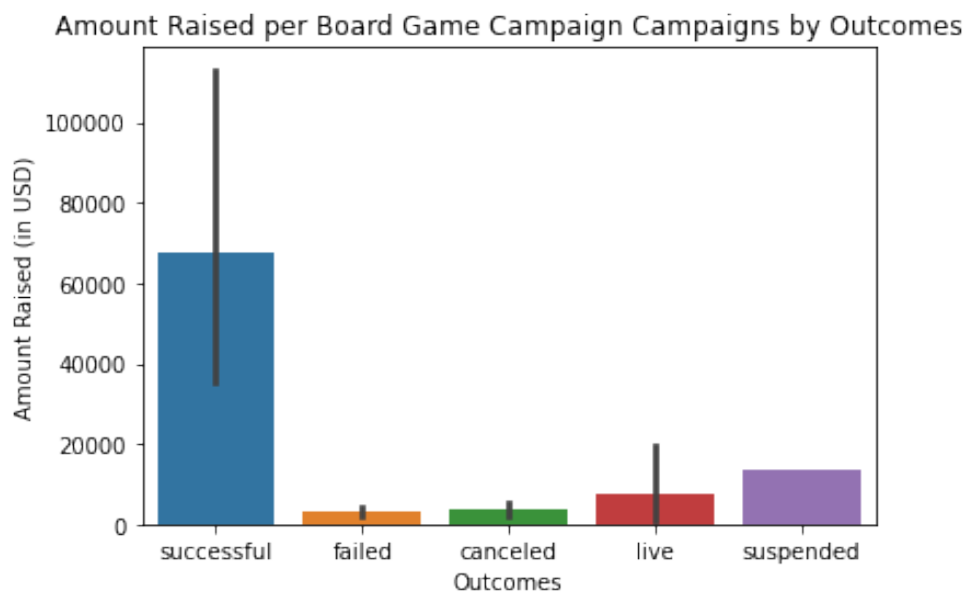

Figure 3

Figure 3 shows the amount raised by board games campaigns according to each outcome. As we have already seen from Figure 2, successful campaigns with $10,000 USD goals on average end up raising more than $60,000 USD.
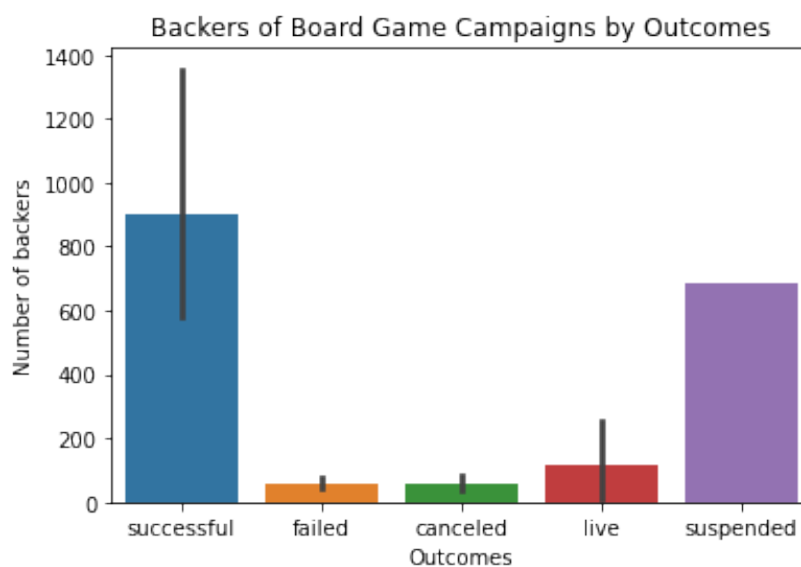

Figure 4

Figure 4 indicates the number of backers per board game campaign according to each outcome. Successful campaigns usually get more than 900 backers, while unsuccessful ones fail to reach 100.
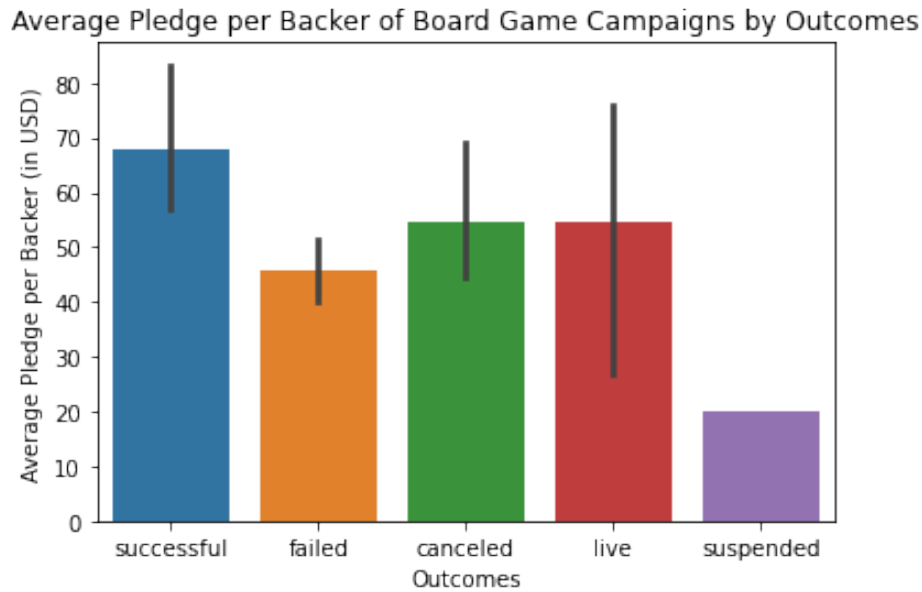
Figure 5

Lastly, Figure 5 shows the average amount of money pledged per backer per board game campaign, according to each outcome. On average, successful companies get more than $68 USD per backer.

Findings & Recommendations

In the light of these findings, here are my recommendations:

- Setting a campaign goal of $10,000 brings the highest likelihood of being successful, even though the company needs more than this amount to get the project off the ground. If the campaign is successful, the company will most likely raise around $60,000 USD.
- Employing a tiered scheme for backers that brings in many people for the base game and embellishing the package with extra goodies for those few backers who are fine to spend more would be the best approach. Additionally, projecting the numbers from Figure 5, reaching the goal of $10,000 USD would only require 150 backers.
- However, the total amount of backers would not be limited to 150 once the project succeeds. With a longer duration campaign, the number of backers would most likely be around 900, as seen in Figure 4.

You can find the reasoning behind each recommendation in the report. These recommendations are data-driven, actionable, and specific for this project. I sincerely hope this report will help your company achieve success in this Kickstarter campaign.

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