

# KICKSTARTER CAMPAIGN ANALYSIS

By James Baldwin

## **Business Problem:**

Our client is in the process of launching a new board game and needs to understand how to maximize their funding efforts on Kickstarter. They project needing at least \$15,000 but need a realistic campaign goal, an understanding of how many backers would be needed to hit that goal and how many backers they can realistically expect based on platform trends.

## **Executive Summary:**

To enhance our prospects of successfully achieving our fundraising objectives and subsequently augmenting our revenue, we propose a strategic reduction of our campaign goal to \$10,000. Given the current average pledge range of \$70 to \$80, this adjustment necessitates the support of approximately 140 to 150 backers, a target that is both realistic and attainable. Notably, the tabletop category, our project's domain, stands as the most popular on the crowdfunding platform, with a history of campaigns surpassing their goals by considerable margins. This popularity bodes well for the potential of our campaign to significantly exceed our initial goal, provided that the campaign is meticulously planned and executed.

Our optimism is further bolstered by recent trends indicating a surge in interest within this category. Based on these trends, we estimate that the potential range of backers could realistically fall between 140 and 200. Should we manage to secure pledges at the higher end of the average range, we are positioned to raise upwards of \$16,000.

## **Process:**

In undertaking this comprehensive analysis, I adopted a meticulous and custom approach that involved several key steps:

### **Data Preparation and Cleaning:**

- I started by importing the complete dataset into a custom PostgreSQL database, ensuring the integrity and usability of the data.
- This included removing a few rows with invalid information and standardizing currency fields into USD for consistency, as the relevant campaigns were US-based.
- I also refined the date fields in the campaign table, stripping out time components and converting them to a Date data type.

### **Enhanced Data Analysis and Manipulation:**

- Recognizing the importance of understanding the financial aspects of campaigns, I added columns to convert all monetary values to USD. This step was crucial for an accurate and comparative analysis of the campaigns.

- I introduced additional columns to uncover patterns, such as categorizing campaign lengths into discernible buckets.

### SQL Queries for Preliminary Analysis:

- My preliminary analysis using SQL focused on addressing the executives' specific questions. This included examining differences in campaign goals between successful and unsuccessful campaigns, identifying top and bottom categories and subcategories in terms of backers and funds raised, and assessing the performance of the most successful board game company.
- I also ranked countries based on campaign success and explored the impact of campaign duration on financial outcomes.

### Data Visualization and Integration:

- After conducting an in-depth SQL analysis, I performed a full join of all tables and exported the data into Tableau for visualization.
- The visualizations were designed to clearly illustrate key insights, trends, and patterns, each accompanied by a summary of its significance in addressing the business challenge.

Throughout this process, I made considered decisions on data inclusion and exclusion, ensuring that my analysis was not only comprehensive but also aligned with the real-world complexities of campaign data.

## Comprehensive and In-Depth Preliminary Findings:

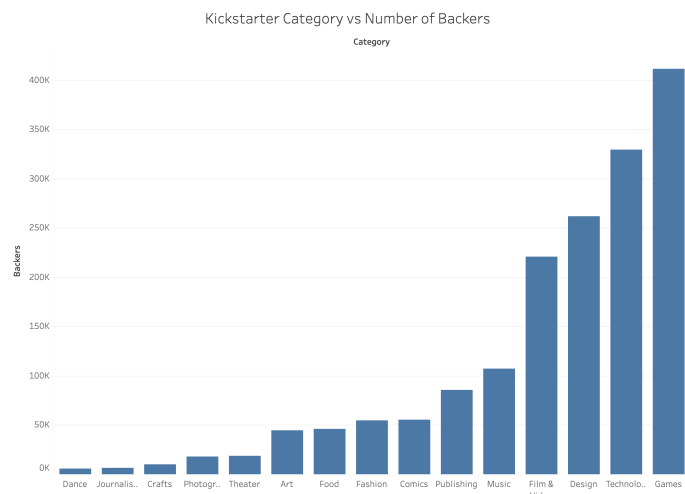
Our extensive analysis of Kickstarter data, particularly within the tabletop games category, has led us to several key insights crucial for the success of your campaign. Through meticulous SQL querying and advanced data analysis, we uncovered trends and patterns that inform our strategic recommendations.

### 1. Dominance in the Games Category:

Overview: Our analysis revealed that the Games category, and specifically tabletop games, command a significant presence on Kickstarter. This is not just in terms of the number of campaigns but also in the level of backer engagement and financial support they attract.

#### Detailed Findings:

- Tabletop games stand out in the Games category for their ability to attract a large number of backers and substantial funding.
- A comparison of different subcategories within Games shows that tabletop games consistently outperform others in terms of



backer numbers and pledged amounts.

- This trend suggests a strong, dedicated community around tabletop games, which can be advantageous for new campaigns seeking funding.

### Implications:

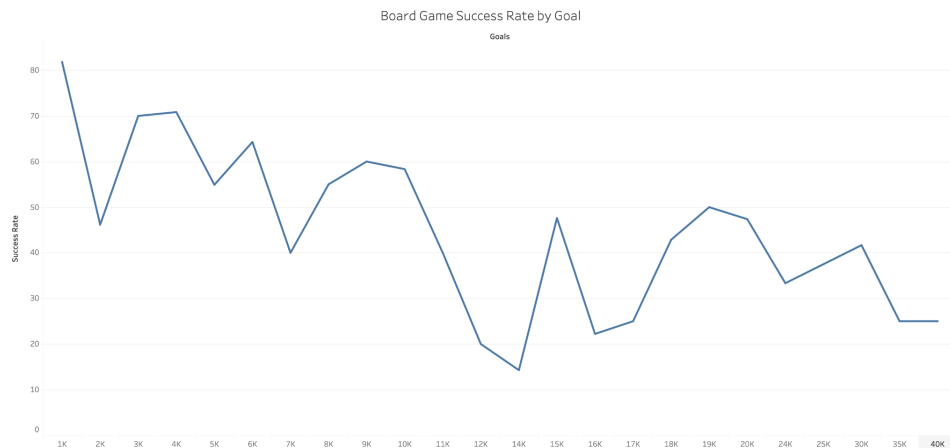
- The prominence of tabletop games on Kickstarter can be leveraged in your campaign. It indicates a ready and active market. Also, understanding the characteristics of this community can inform targeted marketing and communication strategies to engage potential backers effectively.

## 2. Strategic Funding Goal Setting:

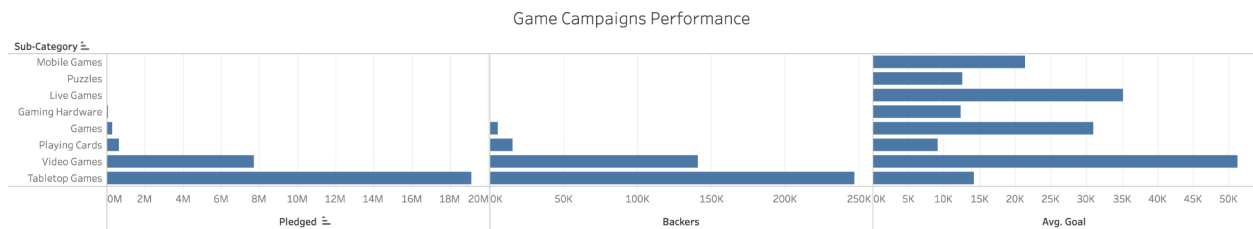
Overview: Our investigation into the relationship between funding goals and campaign success rates reveals a clear pattern: campaigns with lower, more realistic goals tend to succeed more often.

### Detailed Findings:

- Analysis of success rates across various funding goal ranges shows a higher success probability for campaigns with modest goals.
- This pattern is consistent across the Games category and is particularly pronounced in tabletop games.
- Campaigns with lower goals often exceed their targets, suggesting that setting a realistic goal can lead to overfunding, which is beneficial.



*This chart shows a decrease in success rates as campaign goals increase. At \$15k, success is less than 50% but it goes above 60% at \$10k*



Looking only at the sub-categories within Games, we see that Tabletop Games are by far the best performing sub-category, raising significantly more money than Video Games with nearly 100k more backers. It's also worth mentioning how campaign goals on Tabletop Games are also on average significantly lower than Video Games too

#### Implications:

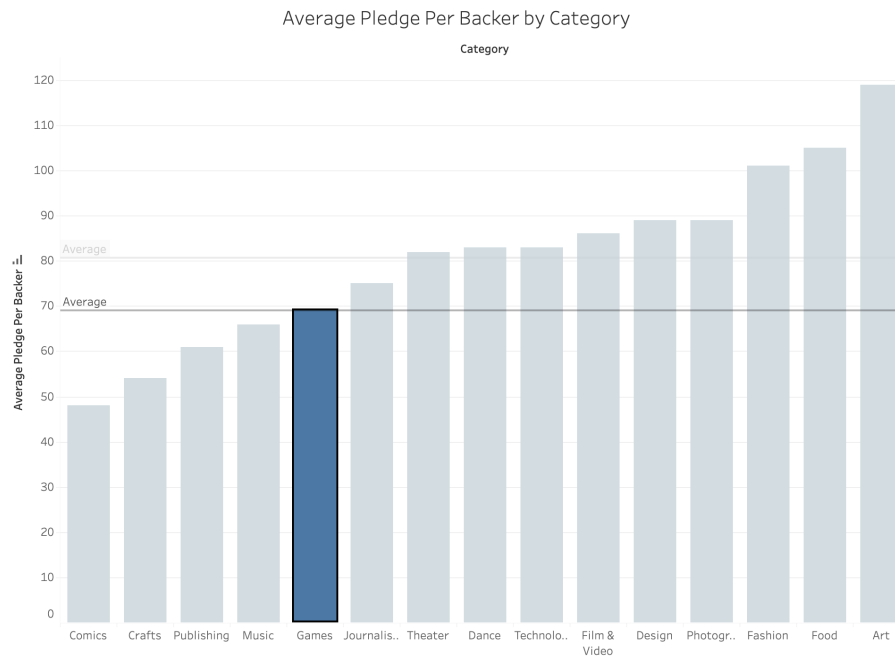
- Setting a lower funding goal may increase the campaign's appeal and accessibility to potential backers. A carefully considered funding goal, informed by data on past campaigns, can significantly enhance your campaign's credibility and attractiveness.

### **3. Backer Behavior and Engagement:**

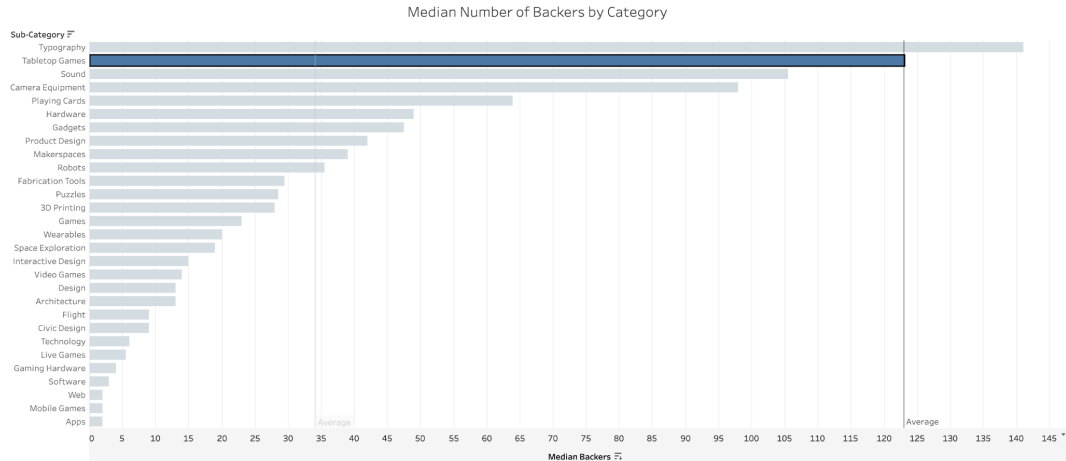
Overview: Our study of backer contributions and engagement patterns within the tabletop games category provides valuable insights into how backers interact with and support these campaigns.

#### Detailed Findings:

- The average pledge amount in the Games category, especially for tabletop games, is indicative of a highly engaged backer base.



- The consistent support seen in this category suggests a reliable and enthusiastic backer community.



*It's clear that even looking at median values of backers, tabletop games consistently perform towards the top of all sub-categories*

- Understanding the nuances of backer behavior, such as their willingness to support new ideas and repeat backing habits, is crucial.

#### Implications:

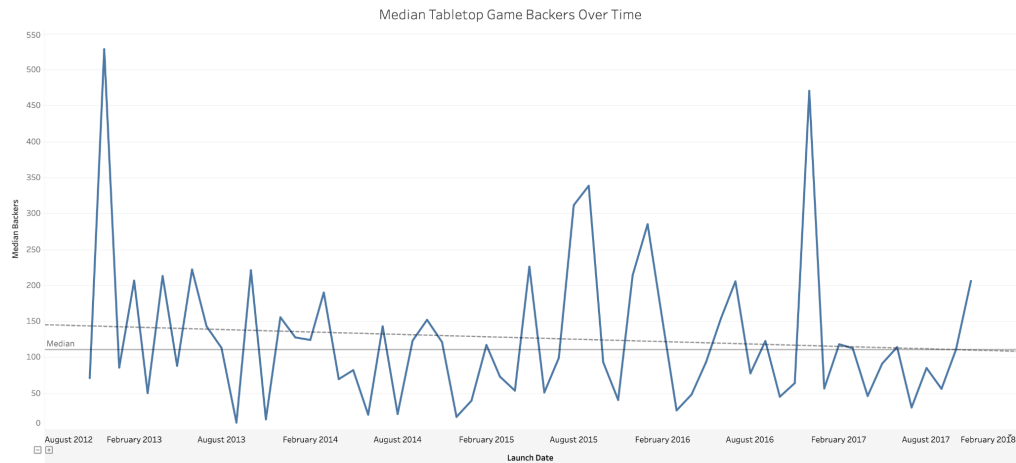
- Insights into backer behavior can guide the development of reward tiers and campaign messaging. Knowing the average pledge amount helps in accurately estimating the number of backers needed and setting achievable stretch goals.

#### **4. Temporal Trends and Market Dynamics:**

Overview: A temporal analysis of the Kickstarter data, focusing on the last five years, reveals evolving trends in backer engagement and campaign success in the tabletop games category.

#### Detailed Findings:

- A close examination of year-over-year trends indicates a fluctuating but generally stable interest in tabletop games.
- Recent months show an uptick in backer numbers and funding amounts, suggesting a growing interest in this category.
- Seasonal trends and market dynamics play a significant role in the success of campaigns, with certain times of the year showing higher engagement levels.



### Implications:

- Timing your campaign to coincide with these high-engagement periods can be advantageous. Staying attuned to these market dynamics and adjusting your campaign strategy accordingly can increase your chances of success.

These insights, derived from a deep dive into Kickstarter campaign data, form a solid foundation for the strategic planning of your campaign. The recommendations presented are tailored to maximize the potential for success, based on a comprehensive understanding of the Kickstarter landscape and the specific dynamics of the tabletop games category.