

# Data Analysis Report: Setting your Kickstarter campaign for success

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Kickstarter is a crowding funding platform, where project creators choose a deadline and a minimum funding goal. If the goal is not met by the deadline, no funds are collected. Projects also can be cancelled in case they might be fraudulent.

The projects submitted to Kickstarter are divided into 15 categories. The three main categories based on number of successful projects are Games, Technology and Design. Each of the categories are divided into subcategories. Tabletop games, where our board game campaign falls under, is the second most successful subcategory in terms of money raised (US\$ 18.8M) and the first one in terms of project backers. 247 thousand people have already supported projects in this subcategory.

## Goals

Find out what is a realistic campaign goal our board game should be set in terms of money pledged, deadline and number of backers.

## Results

**Part 1.** Numbers of backers and total amount of money raised by campaigns.

We can see Games was the first category in terms of number of backers and the second one in terms of money raised (Fig. 1).

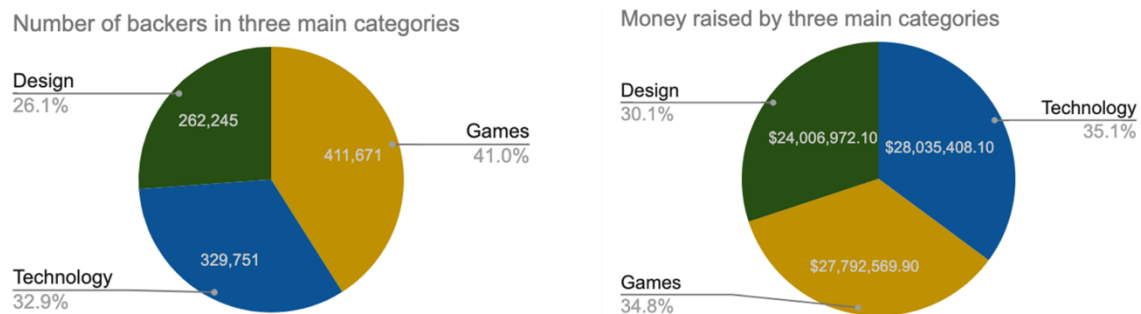
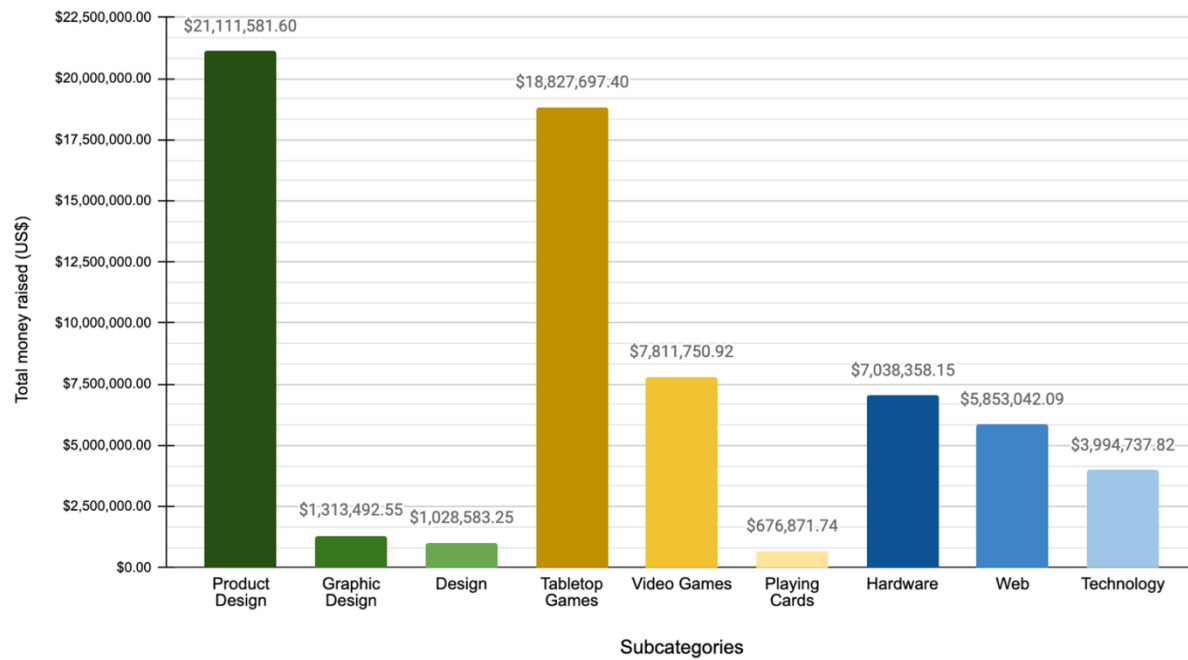


Figure 1. Numbers of backers and money raised in the 3 top categories.

The subcategory Tabletop games raised \$18.8M in total, the second most successful subcategory. In terms of backers, Tabletop games is the first category with a total number of 247,120 supporters (Fig. 2).

Total amount of money raised in main subcategories



Total number of backers in main subcategories

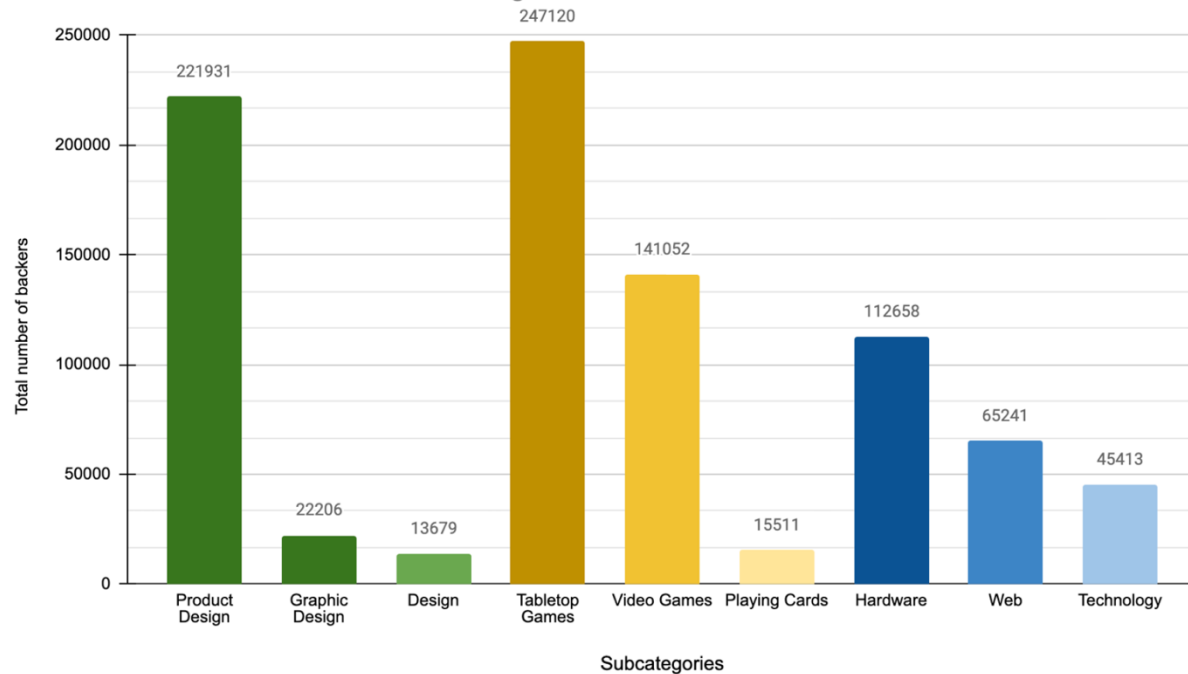


Figure 2. Total money raised and number of backers of the main subcategories.

In the subcategory Tabletop Games, the project that raised more money was Gloomhaven. Their initial goal was US\$ 10,000.00 and they could raise a total of US\$ 3,999,795.77 from 40,652 donors (Fig. 3). Their campaign went online for 28 days.

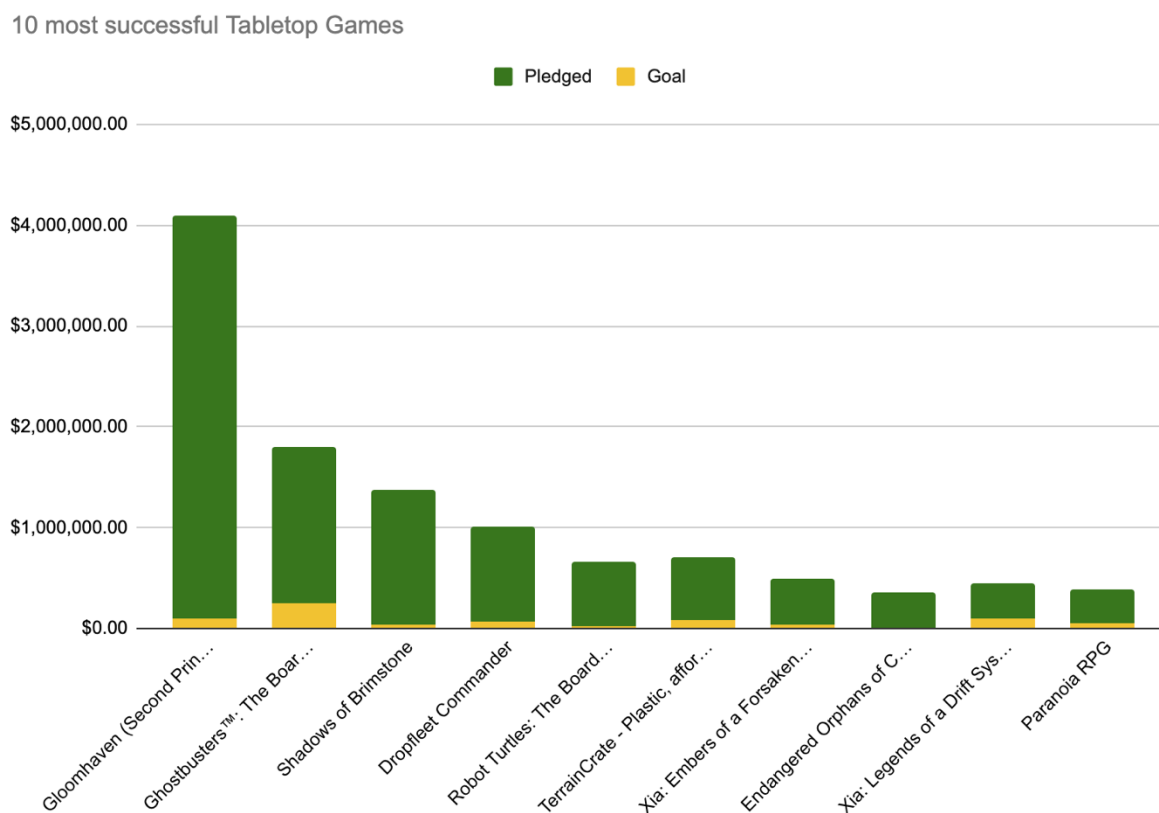


Figure 3. Goals and amount raised by the ten top subcategories of Tabletop games.

The average numbers for successful campaigns in this subcategory can be checked in the table below:

Average numbers for successful Tabletop Games campaigns	
Goal	\$10,258.85
Pledged	\$60,933.29
Backers	785
Days online	29.5

## Part 2. Time is not money

The closer the number is to zero, less correlated are the values. If this number is closer to 1 or equal to 1 then we can say that the values are correlated. When we compare money raised and duration for different campaigns outcomes, we can see there is no correlation ( $R^2 = 0$ ). This means it does not matter how long or shorter a campaign is to raise more money (Fig. 4).

	Campaign outcome	Number of campaigns	Days online (average)	Total money asked (average)
1	Failed	7850	35	\$97,520.03
2	Successful	5319	32	\$9,743.03
3	Canceled	1513	36	\$106,599.34
4	Undefined	140	34	\$4,151.70
5	Live	110	40	\$38,669.54
6	Suspended	68	36	\$1,499,147.75

Correlation between time and amount of money raised (US\$)

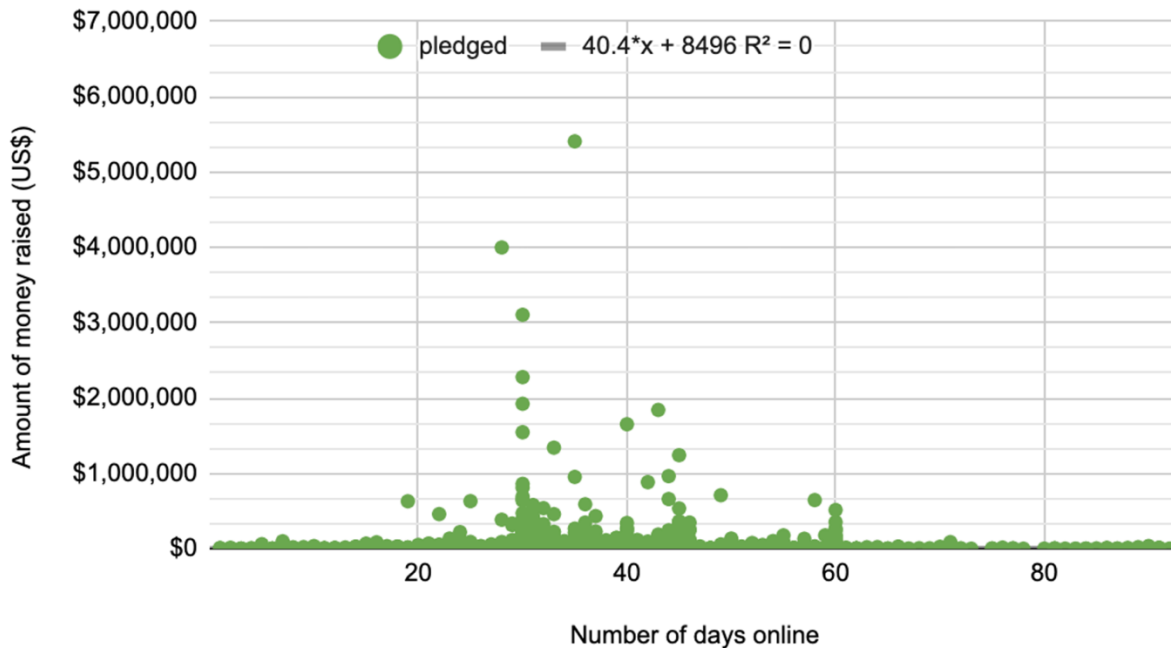


Figure 4. Correlation between time and money raised for all campaigns.

We can see a trend in the successful campaigns, but it is not significant. This means does not mean that longer campaigns are supposed to raise more money (Fig. 5).

### No correlation between time and money raised in successful campaigns

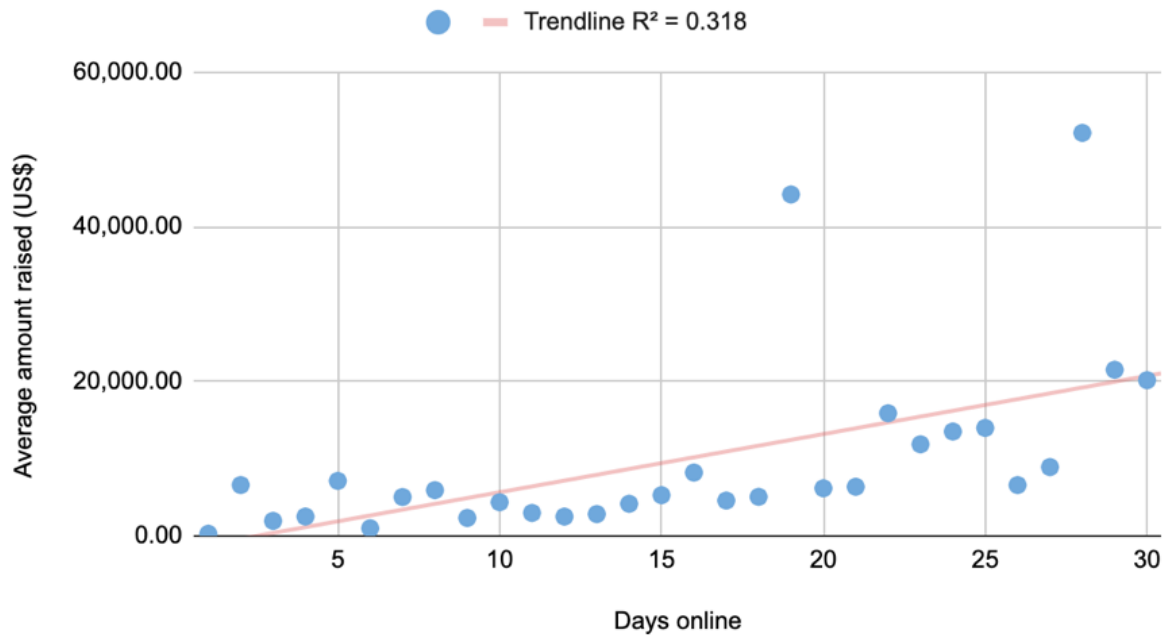


Figure 5. Although there is a trend, we still cannot confirm there is a correlation between money raised and longer campaigns.

### Part 3. Countries that are more willing to donate for Kickstarter campaigns

We also noticed that United States, Canada, and Great Britain are the top three countries in terms of numbers of backers and amount of money raised as we can see below.

Countries according with number of campaigns backed and money raised

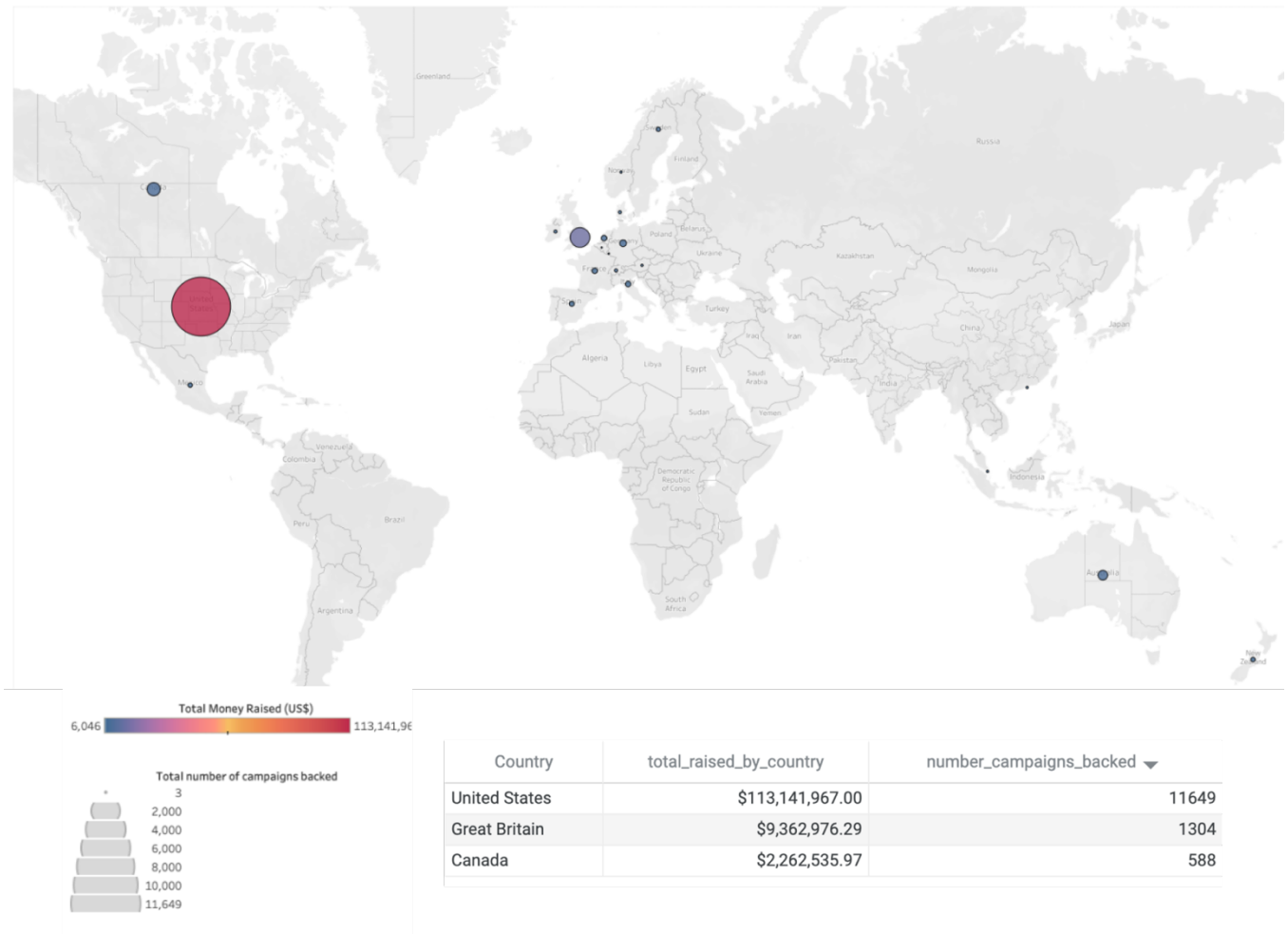


Figure 6. Total amount of money raised (US\$) and number of backers per country.

## Conclusions and Recommendations

Based on our data, we considered a minimum goal of US\$ 15,000.00 goal to be reasonable, since the average goal for successful tabletop campaigns is around US\$10K and the amount of money raised around US\$60K.

If the gameboard campaign can get the average number of backers of tabletop games campaigns, we would need each 785 backers donating US\$20.00 to achieve the initial goal suggested.

We would like to recommend that this campaign to target Americans as their demographics because it is the main country donating for Kickstarter campaigns in terms of backers and total money raised.

Also, because time does not play a role in how much money is going to be raised, we would like to recommend a 30-day campaign.