

All ABOARD the Data Science Train: Predicting Long-Term Boardgame Success With Kickstarter and BoardGameGeek Data



March 13, 2020

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General Assembly - DSI-10-DC
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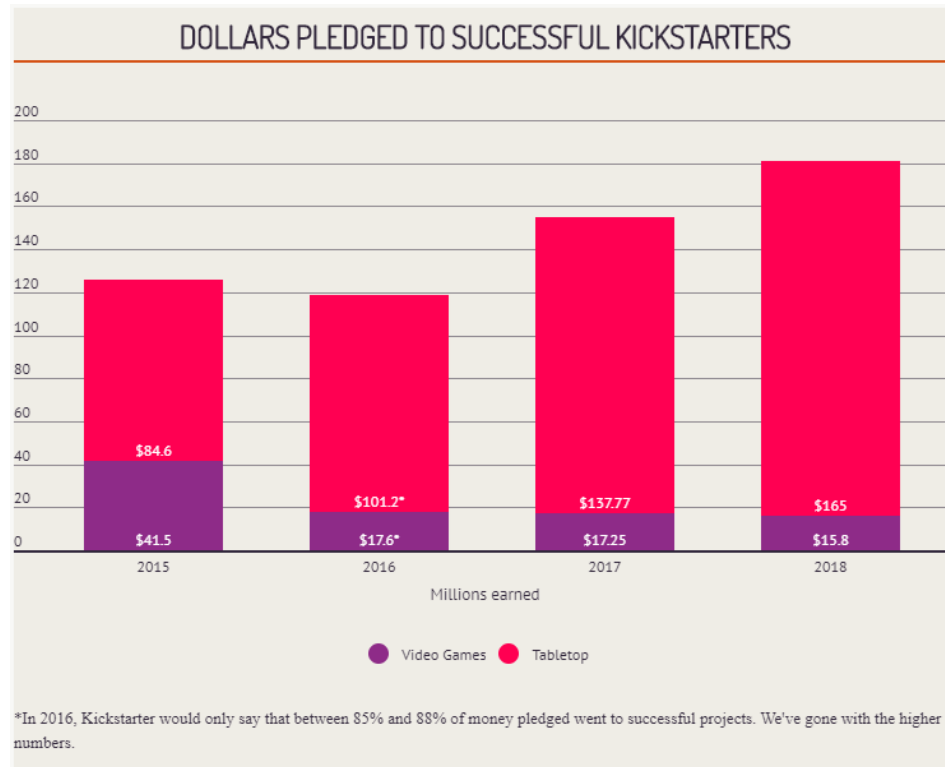
KICKSTARTER


“Kickstarter campaigns make ideas into reality. It’s where creators share new visions for creative work with the communities that will come together to fund them.

Some of these creators, like Critical Role, TLC, and The Smithsonian Institution already had huge fanbases. But many projects have been as small-scale as a limited run of silent meditation vinyls or as up-and-coming as early versions of Issa Rae’s Insecure and Phoebe Waller-Bridge’s Fleabag.”

Kickstarter (KS) has
raised 4.56 billion USD
as of Oct. 2019

Tabletop Game
Kickstarters made up
at least \$600 million
of that (13%)



The background of the entire page is a detailed, dark, and atmospheric illustration of a fantasy city street at night. In the center, two large, horned, grey-skinned creatures with red armor stand prominently. Between them is a smaller figure in a red hooded cloak and yellow armor. To the left, a small, blue-eyed, skeletal figure is visible. In the foreground left, a woman's face is partially visible, looking towards the right. The scene is lit with warm, orange and red tones, suggesting fire or moonlight. The title 'Gloomhaven' is written in a stylized, metallic font across the middle. Below the title is the Cephalofair Games logo, which features a white silhouette of a unicorn or Pegasus on a black background.

Gloomhaven

A board game of cooperative card-driven tactical combat in a persistent, ever-changing campaign world. 1-4 players, 30 min. per player.

Created by
Isaac Childres

4,904 backers pledged \$386,104 to help bring this project to life.

📅 Last updated March 10, 2017



Dinosaur Island: Back from Extinction



Dinosaur Island: Back from Extinction.

Dinosaur Island X-treme Edition, Totally Liquid Expansion and Duelosaur Island 2 player game!

Late Pledge

Created by

Pandasaurus Games

18,301 backers pledged \$2,045,463 to help bring this project to life.

📅 Last updated September 25, 2019

What combination of features help predict the long-term success of a Kickstarted Board Game, measured by it landing in the top 2000 (top ~10%) games on BoardGameGeek?



Board Game Geek

“Gaming Unplugged Since 2000

BoardGameGeek is an online board gaming resource and community. The site is updated on a real-time basis by its large and still growing user base, making the 'Geek the largest and most up-to-date place to get gaming information! ”

Data Collection:

2015 - 2018 Kickstarter Data from Web Robots

- ❑ 27 gb of data

2017-2018 BoardGameGeek data from Kaggle

- ❑ Scraping BGG is great for personal use

Data Assembly - Factors Under Your Control

Categories

- Theme - what a game is about: sci-fi, farming, murder/mystery, fantasy, zombies.
- Key components - dice, miniatures.

Mechanics

- Rules - how you play the game:
 - Dice rolling
 - Role playing
 - Worker Placement

KS and BGG Features

- BoardGameGeek:
 - Weight / Complexity
 - Average game time
- Kickstarter:
 - Pledge goal
 - Pledge amount

Categories

1. Miniatures
2. Negotiation
3. Zombies
4. Puzzle
5. Civilization
6. Murder / Mystery
7. Fantasy
8. Economic

Mechanics

1. Variable Player Powers
 2. Worker Placement
 3. Action Points
 4. Voting
 5. Simulation
 6. Variable Phase Order
 7. Area Movement
 8. Hex and Counter
-

KS and BGG Features

1. Weight / Complexity
2. Average Time
3. Funding Goal

Final Features

1. Miniatures
 2. Negotiation
 3. Zombies
 4. Variable Player Powers
 5. Worker Placement
 6. Action Points
 7. Weight / Complexity
 8. Average Time
 9. Funding Goal
-

Results and Recommendations

Logistic Regression: 67% / 65%

vs.

Baseline of 42%

- Minis? Yes.
- Get more recent BGG and KS data
- Get board game sales data to better represent long-term success.



Ethical Considerations

Representation of Data - BGG 2018 Poll:

- 87.6% Male / 11% Female
- 67% between 26 and 45
- 56% from the United States

Board Games as Art

- A beautiful combination of rules, artwork, and interpersonal interaction that produce unique experiences and memories.



The Team

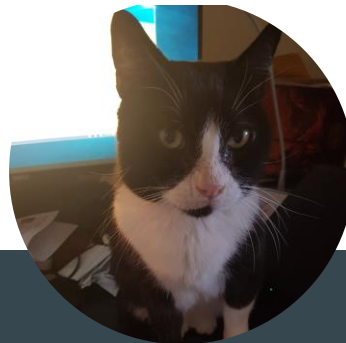


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Edward
CFO

kibbles pls

printing "Hello Word!"
as your first program

