

Kickstarting Your Board Game Empire

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So you want to make a board game!

- \$300M hobby market US, \$9B total market worldwide
- ~10,000 Kickstarter projects in “Tabletop Games”
- **Average funding: \$37k!**



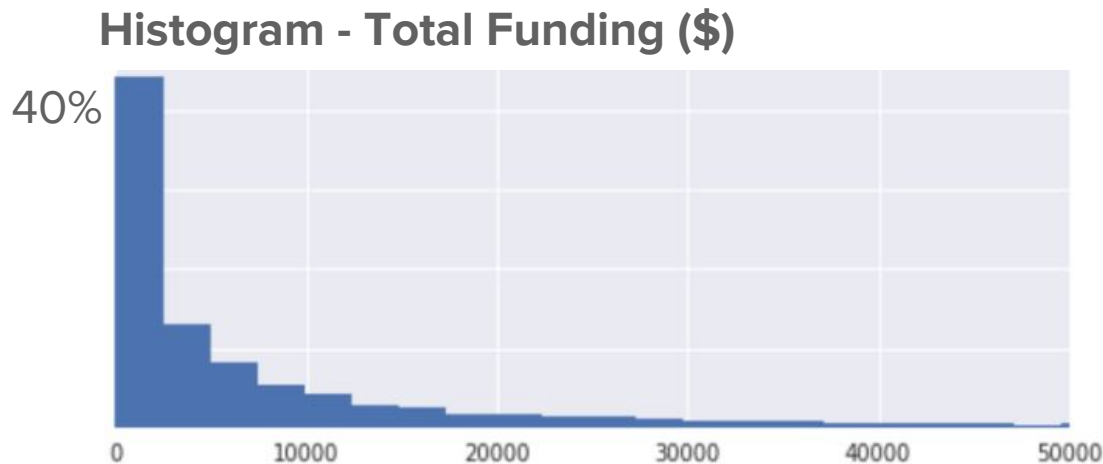
\$8.8M, 30 days



\$1.5M, 30 days

...you want to make a board game!?!?

- Actually, most projects don't go very far...



%-ile	Dollars	Backers
10%	\$139	5
25%	\$1,114	27
50%	\$3,438	77
75%	\$10,010	204
90%	\$45,590	904

- ...But can we data science our way to the top?

Obligatory Meme Page

- Actually,
- But can't
way to the



	Backers
9	5
4	27
8	77
0	204
0	904

Data...

- Scraped ~5k projects
- Success Metrics:
 - Total funding, Total backers
- Inputs
 - Project activity
 - Funding goal
 - Reward tier
 - Creator history
 - Backer demographic %

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...Problems

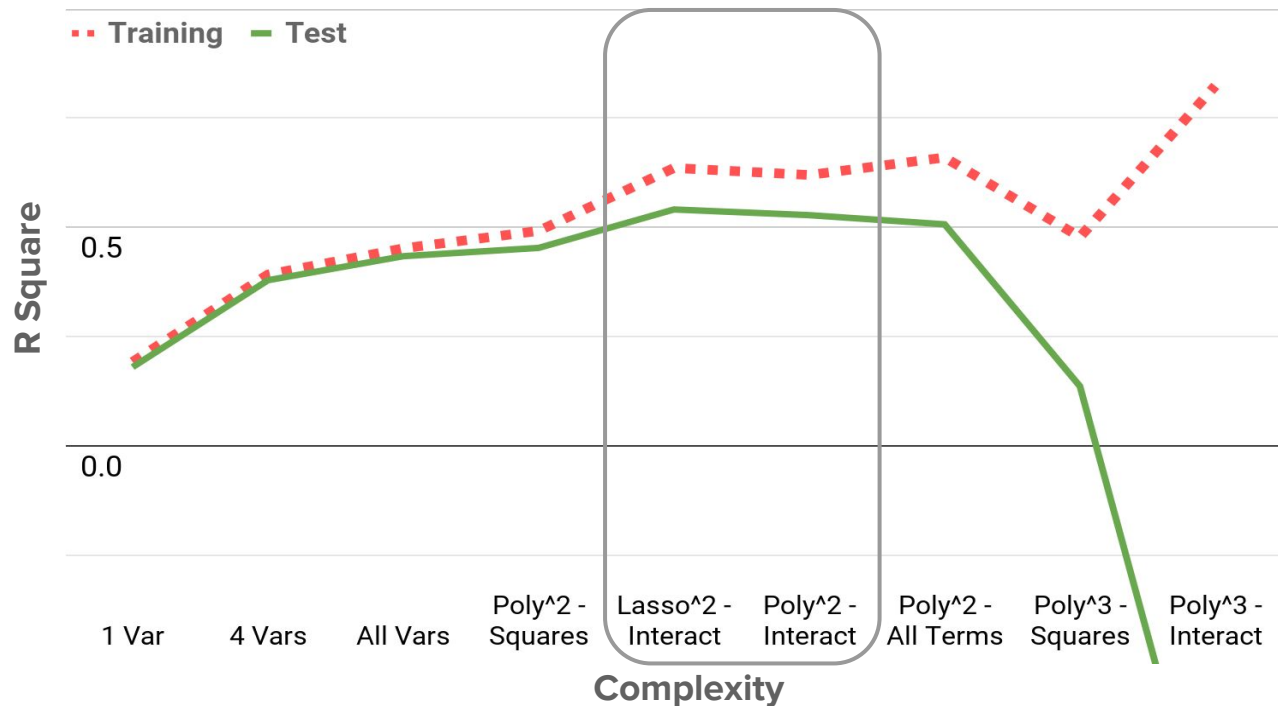
- Exponential distribution
 - Many inactive projects
 - Occasional extreme values
- Collinearity



- ~3.8k usable data points
- 13 features

Regression analysis

Bias vs. Variance



- 5 fold validation on 80% of data
- Initial feature subsets using correlation & p-value

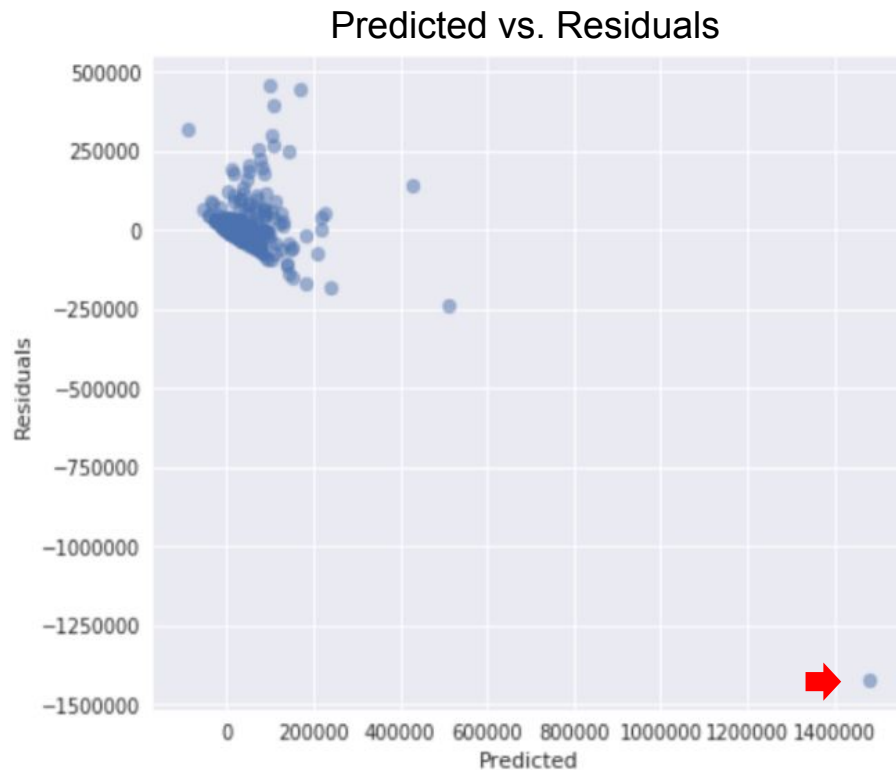
What did we learn?

- Can we data science our way to the top?



What did we learn?

- Test scores (P2-interact):
 - $R^2 = -0.265$
 - RMSE = \$71,162
- Notable features (linear):
 - FAQ / Update posts
 - Funding goal
 - Min Reward Price
 - “Base” Reward Price



Next Steps

- Transform skewed distributions
- Find additional features
 - Game type / quality
 - Backer engagement
- Look at total backers



Thank you!