

Gawlinski
Business
Analysts

Kickstarter

How Successful Can Be Your Project

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Introduction

This report has been requested by Your Board Games, an ambitious small board game company in need to expand the business through its first Kickstarter campaign.

Gawlinski Business Analysts, an independent consulting company, aim to answer the clients needs through data driven analysis. In this report the consulting company aimed to answer the following questions:

- What is a realistic Kickstarter campaign goal should the company aim to raise?
- How many backers will be needed to meet their goal?
- How many backers can the company realistically expect, based on trends in their category?

Methods

Gawlinski Business Analysts has months of experience analysing data sets with MySQL, SQL Server, Excel, and dashboard tools as Tableau, Powe BI.

The data set from Kickstarter platform was analysed through MySQL to extract the most important insights to give our data-driven recommendation, and the data was visualised in Tableau to help people understand the information extracted better.

We have assumed the currency as 1 to 1.

Kickstarter Your Project

Kickstarter is a crowdfunding platform where backers (the people) support the project they would like to help. With that in mind, the business should aim for a realistic and reasonable campaign. In the overview below can be seen the difference between the successful and unsuccessful projects.

Overview By Outcome

Outcome (group)	Outcome Count	Goal Average	Total Goal	Total Pledged	Total Backers
successful	5,319	9,743	51,823,175	118,735,702	1,500,730
live & undefined	250	42,821	4,834,888	644,746	2,712
canceled, failed, suspend..	9,431	1,703,267	1,028,759,073	14,742,215	173,246

The goal average from successful projects is \$9,743 compared to \$1,703,267 from unsuccessful projects. In the other hand the total pledged, and the number of backers is greater in successful projects.

The Category and Subcategory is important to the project success. Games, Technology, Design, and Video Games has more money raised and more backers.

Categories by Backers

Category Name	Total Backers
Games	411,671
Technology	329,751
Design	262,245
Crafts	10,418
Journalism	6,206
Dance	6,022

Categories By Money

Category Name	Money Raised
Technology	28,035,408
Games	27,792,570
Design	24,006,972
Crafts	574,123
Dance	488,336
Journalism	451,976

Subcategories by Backers

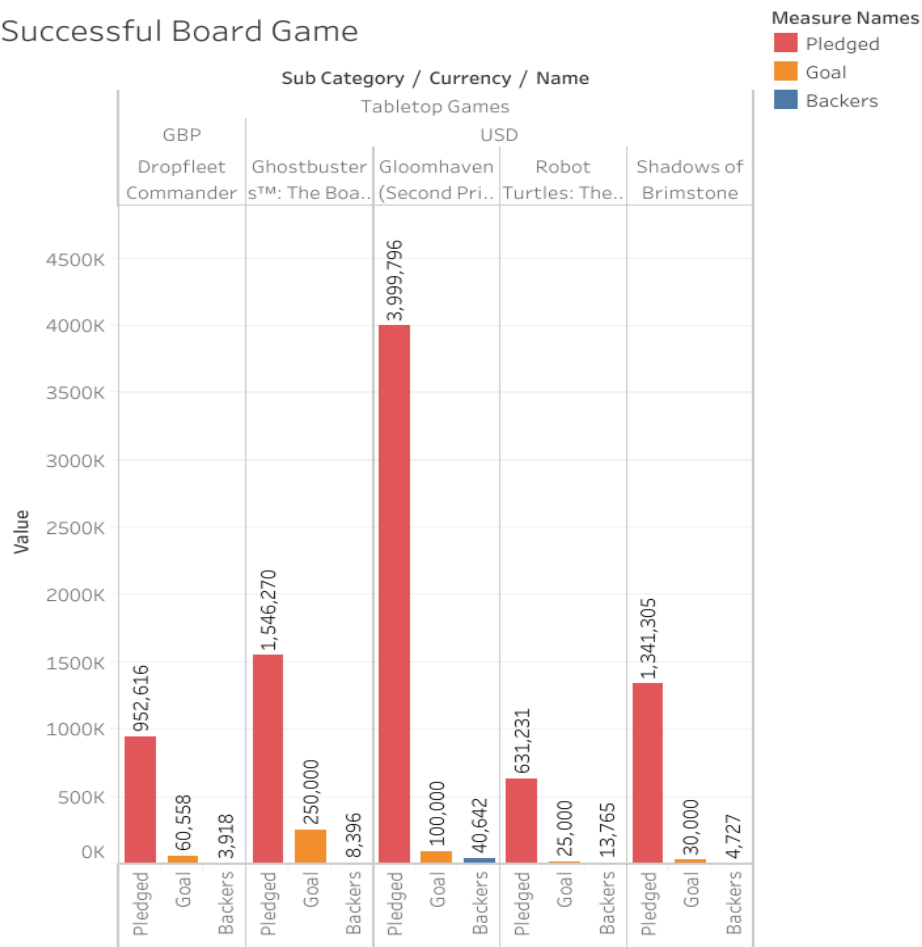
Subcategory Name	Total Backers
Tabletop Games	247,120
Product Design	221,931
Video Games	141,052
Latin	13
Photo	12
Glass	2

Subcategories By Money

Subcategory Name	Money Raised
Product Design	21,111,582
Tabletop Games	18,827,697
Video Games	7,811,751
Latin	268
Crochet	211
Glass	150

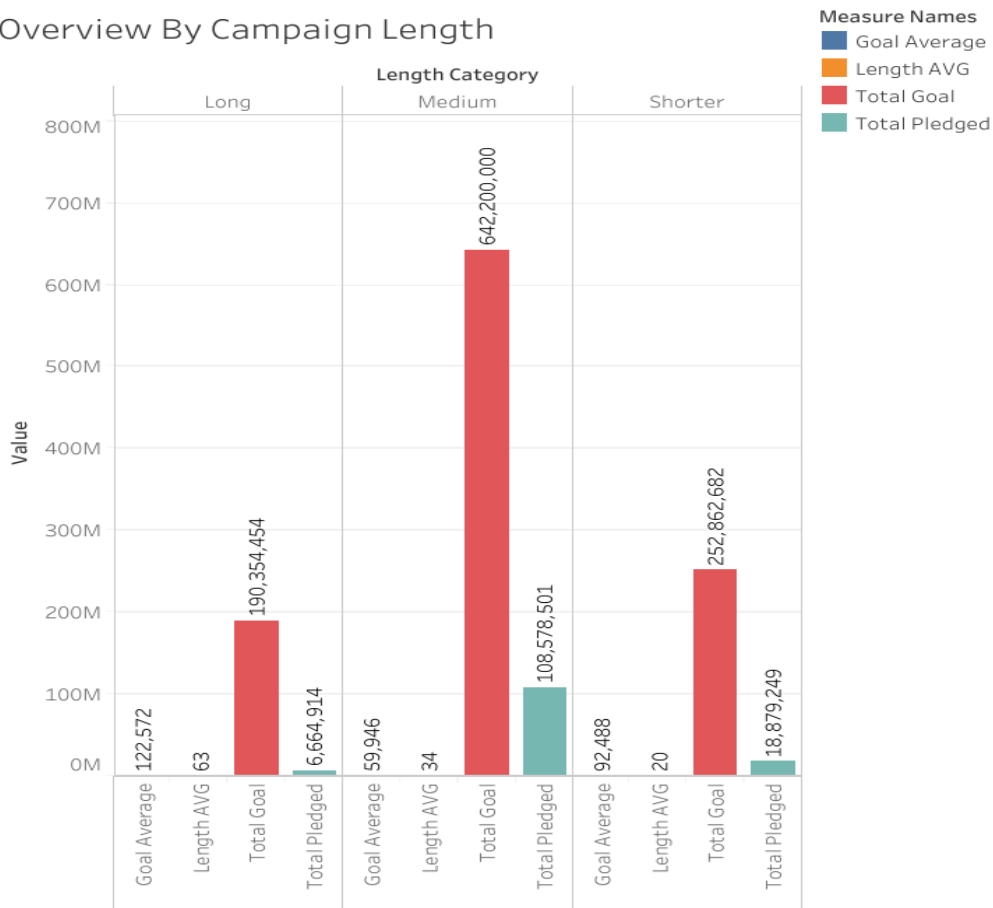
The most successful board game company raised \$3,999,796 from 40,642 backers.

Successful Board Game



Regarding the campaign length, Medium (average of 34 days) and Short (average of 20 days) are the campaigns with more money raised compared to Long (average of 63 days) projects.

Overview By Campaign Length



Conclusion

Based in our analysis, Tabletop Games is a subcategory very acclaimed by the Kickstarter community. The company should do a medium length campaign with a goal of \$100,000 as the most successful board game but aiming to rise above \$1,000,000 because Kickstarter has a backer base of more than 240,000 in this subcategory.