RECOMMENDATION REPORT

Thought process, analysis, findings, and recommendations about setting up KickStarter campaign

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BrainStation Data Science

Full-Time Prep Course

INTRODUCTION

This recommendation report presents my thought process, analysis, findings, and recommendations about setting up KickStarter campaign. In order to do so I analyse a dataset of KickStarter successful, failed, live, suspended and canceled campaigns from 2009-05-06 to 2018-03-03 (yyyy-mm-dd) relatively to different campaign categories, subcategories and using data with only USD currency. This report was made with intention to help to decide how much money is needed for the tabletop game project with minimum requirement of $15,000 USD and help with price strategy for special deals. Used data was cleaned from undefined outcome and NULL values to make average data more precise, however, precision in general is highly impacted by my personal judgment calls which I made during analysis.

REQUIRED STEPS

1. Choose popular and successful:
    a. category of the campaign
    b. subcategory of the campaign
2. Choose smart goal and project lifespan relatively to the step 1

POPULAR USD ONLY CAMPAIGN CATEGORIES (1a)

In order to have higher chances of the campaign success we need to choose a proper campaign and categories. SQL #1 table clearly shows the best 5 categories to choose between that have the highest success rate (probability of Pledged over Goal => 1):

CategoryName	Success %
Games	87.15
Film & Video	84.18
Design	81.63
Technology	58.68
Fashion	50.16

POPULAR USD ONLY CAMPAIGN SUBCATEGORIES; PLEDGED > 15k; GOAL > 10k (1b)

Even if we choose properly campaign category, each of them still has a lot of subcategories which can be popular with a high Success Score (ratio of Pledged over Goal >= 1) and otherwise unpopular with a high chance to be unsuccessful. SQL #2 table helps to find best subcategories on average:

CategoryName	SubCategory	SuccessScore
Games	Tabletop Games	6.616
	Video Games	1.823
Film & Video	Film & Video	4.731
	Animation	1.987
	Science Fiction	1.831
Design	Graphic Design	12.103
	Product Design	3.891
Technology	Gadgets	8.554
	DIY Electronics	7.532
	Hardware	5.831
	Technology	2.463
	Camera Equipment	2.198
	Web	2.024
Fashion	Apparel	4.549
	Footwear	2.216
	Fashion	1.872

RESULTS (1ab)

As a result from both tables located above we can conclude that the best and the safe way to spend $15,000 USD will be:

- Tabletop Games(Games)
- Graphic Design(Design)
- Gadgets(Technology)
- DIY Electronics(Technology)

All of these subcategories with high Success Score in categories with high Success Rate(%) where on average you can pledge around 3 times more than your goal, **however**, it's dumb to rely 100% on this data because timeline or simply trends of subcategories weren't encountered. This dataset was splitted in the first approximately 4.5 years and last ~4.5 years. We can clearly see the difference between SQL #3 and SQL #4 tables. This is what was popular and successful first ~4.5 years:

SubCategory	CategoryName	SuccessScore
DIY Electronics	Technology	15.584
Hardware	Technology	8.675
Tabletop Games	Games	5.926

This is what is popular and successful last ~4.5 years:

SubCategory	CategoryName	SuccessScore
Film & Video	Film & Video	15.04
Graphic Design	Design	12.767
Gadgets	Technology	8.554
Tabletop Games	Games	6.886

Now it's really easy to compare AvgSuccessScore(AvgSS) with SuccessScore difference(SSChange) between the first 4.5 years and the last 4.5 years, and find the trend:

- Tabletop Games(Games):
  - AvgGoal: $11k
  - GoalChange: $12k → $10k
  - AvgPledged: $67k
  - PledgedChange: $62k → $69k
  - AvgSS: 6.616
  - SSChange: 5.926 → 6.886
- Graphic Design(Design):
  - AvgGoal: $16k
  - GoalChange: $xxk → $31k
  - AvgPledged: $46k
  - PledgedChange: $xxk → $41k
  - AvgSS: 12.103
  - SSChange: x.xxx → 12.767
- Film & Video(Film & Video):
  - AvgGoal: $11k
  - GoalChange: $xxk → $13k
  - AvgPledged: $16k
  - PledgedChange: $xxk → $18k
  - AvgSS: 4.731
  - SSChange: x.xxx → 15.04
- Gadgets(Technology)[no difference, all gadgets released in the last 4.5y]:
  - AvgGoal: $26k
  - GoalChange: $xxk → $26k
  - AvgPledged: $102k
  - PledgedChange: $xxk → $102k
  - AvgSS: 8.554
  - SSChange: x.xxx → 8.554

SMART GOAL AND LIFESPAN IS IMPORTANT (2)

Now there are enough data to make a conclusion. As we can see, subcategory Tabletop Games(Games) is **the most stable** on average between popular with a relatively **small growth** in **SuccessScore** from **5.9** in the first 4.5 years to **6.8** in the last 4.5 years. This means that **trend is stable** and you have **less risks** to get less money than needed, however, you still have to **choose goal with caution** and extra attention to the details.

Analysis of SQL **#5** and SQL **#6** tables shows importance of the size of goal. On average if you make **higher goal** than needed there are chances you don't hit it at all and **loose all** the collected money. Also this analysis shows if you choose **correct and lower goal**, you can receive almost **13 times more backers** compare to unsuccessful **greedy** campaigns. This is **very important data** and almost a **game changer** which helps to set **proper aims** and expectation from the campaign.

Because success rate for Tabletop Games is **always around 55%** I recommend not to try your luck and play safe. Recommended goal is around ~**$11k USD** with expectation of profit in **$60k**+ **USD** and expectation of **backers** around **900** people, which gives a good marketing price for the **one unit** of tabletop game around ~**$69.99 USD**. As well you should make an efficient time limit for collecting money, I recommend it to be in boundaries between **27 - 31 days**.

In order to **improve chances** of your project to succeed, I also recommend to use **rewards structure**. Different people have **different available amount of money** they can donate to your project, but of course nobody will give you $2k USD for free. Though, there will be someone who is willing to give this amount to you if you only have **something valuable** for them. I recommend to stick with this reward structure:

- 2$ or more - email with a big thank you for the support **(unlim)**
- 20$ or more - access to drawn concept arts during development stage **(unlim)**
- 60$ or more - all above + 1 copy of tabletop game **(unlim)**
- 90$ or more - all above + Deluxe upgrade with extra cards **(limited)**
- 500$ or more - all above + opportunity to have a meeting with developer team and donator names will be in the Hall of Fame section of the game, **(limited)**

If you will follow these advices and strategy you can proceed with this campaign and it will be real to release and easily raise money on this project.

WHAT HELPED KICKSTARTER ASSESS IT AS A PLATFORM

SQL #7 shows first successful campaigns on KickStarter until 2013 year. This is an old data, trends, avgGoal and avgPledged already way different from 2018. Information can be used just for the checking old trends:

SubCategory	Category Name	Outcome	AvgGoal	AvgPledged	AvgDonation	AvgDonators	AvgLifeSpan	Success Score	Entries
Hardware	Technology	successful	3875	97624.87	39.48	2473	30	9.843	4
Comic Books	Comics	successful	38250	64396.62	73.51	876	26	4.667	2
Technology	Technology	successful	16879.55	44253.48	71.96	615	38	2.197	11
Tabletop Games	Games	successful	9179.81	31211.91	85.98	363	38	2.93	26
Product Design	Design	successful	12346.55	30661.87	77.23	397	36	3.109	29
Illustration	Art	successful	1983.33	11789.11	48.12	245	46	4.369	3
Radio & Podcasts	Publishing	successful	2925	6852.61	47.26	145	36	2.02	10
Games	Games	successful	2920.83	6352.02	44.11	144	34	3.447	12
Graphic Design	Design	successful	2384.43	6302.17	52.52	120	35	6.543	7
Crafts	Crafts	successful	1504.44	1783.44	36.4	49	30	2.112	9

REFERENCES

1. KickStarter Logo Image
   https://99designs-blog.imgix.net/wp-content/uploads/2016/05/kick-starter-logo.png?auto=format&q=60&fit=max&w=930