Kickstarter Campaign Report

1. -Kickstarter campaigns are rather popular and successful in Theater, specifically plays.

-Campaigns have the most success in May and June and the least success in December

-Roughly twice as many campaigns succeed as fail.

1. -More information on who the donors are could be helpful – age, sex or gender, ethnicity, education, employment- this kind of information could be very helpful for future campaigns

-Also could be useful to know the frequency of donations over the campaign’s life

1. -It could be interesting to see the average donation per category/sub category compared.

-Could be interesting to see if the time of year that a campaign starts effects its success.