**Overview**

This analysis is to determine the optimum time to launch a Kickstarter campaign and what would be an attainable goal.

**Analysis and Challenges**

To find the information needed to answer our questions I compared the outcomes and the goals of all Kickstarter campaigns (KC’s)involving theatre.

**Results**

It is clear from the Launch Date Chart that there is a strong uptick in successful campaigns in the spring and early summer with May being the optimal month to launch. It is also clear that autumn and winter are the least successful months for launching a campaign.