Kickstarter Matt Tabaka

1. Theatre and Music were the most successful categories. Overall the performing arts were the most funded and attempted projects (including failed). Projects tended to have the most success during Spring and Summer months.
2. It would have been interesting to see social media presence. How were these advertised? By including reach of how these were disseminated to potential backers.
3. Staff pick and Spotlight would be interesting to see how these affected funding.