**Kickstarter Report**

**Conclusions**

A large benefactor of Kickstarter campaigns are the Arts.

The theater leverages crowdfunding campaigns.

Most campaigns are in the United States and in USD

Theater campaigns are most successful in the Summer months

There seems to be a correlation between sub-categories that tend to be outdoor w/ Summer months, and indoor sub-categories with Winter months

**Dataset Shortfalls**

We do not have an overview for how this funding fits into organizational structure

Don’t have data outlining reasons for cancelations: ie. Did they use another funding method or crowdfunding method successfully?

**Other Chart Opportunities**

Average Pledge vs Category

Gross Pledge vs Category

Average Pledge vs Category

Gross Pledge vs Status

Campaigns vs Country

Gross Pledge vs Category vs Country

Length of Campaign vs Gross Pledge vs Category

Category vs Campaign Start Date (is there seasonal impact)