**Kickstarter Data Report**

General Conclusions:

The dataset presents theater as the most popular category at 1393 total projects. I assume this is because backers tend to pledge more for theater campaigns, so they fulfill their goals sooner so they can more quickly get to another project. The dataset also presents plays as by far the most popular sub-category. Plays are likely the main reason theater is the most popular category. Plays being the most popular sub-category though does tell us that there is a large variation in projects that backers back. In December, there is a large drop in project success. I suppose this is because many people are spending lots of money on Christmas gifts so at this time they have less to donate to Kickstarter projects

Limitations of the dataset:

Locations don’t tell much since it could be much more specific than country or there could be two columns like category and sub-category to compare by country and maybe cities or something similar. We don’t know the duration of each campaign. Knowing the duration of each campaign could tell a lot about each such as more duration may provide the opportunity for more projects to reach their goals. Also, the dataset does not contain every project since Kickstarter’s inception in 2009. And from this dataset, we do not know the history and background behind those who host each project.

Future Considerations:

We could make a pivot table to compare the spotlight projects to non-spotlight projects or we could add spotlight as a filter to our existing pivot tables. We could make a table comparing the average donations within different countries or categories and such.