The highest percentage of successful campaigns came from the parent-category Theater at 38%, and ironically 83% of the successful Theater campaigns were Plays. Theater also contained the highest percentage of failed campaigns at 32% and 72% of those failed campaigns were also from the sub-category Plays. Technology contained 51% of all cancelled campaigns, the highest percentage of all cancelled campaigns, and 56% are from the sub-category Web.

This dataset contained a lot of unnecessary information that was irrelevant to the homework. As a student I learned how to weed out the unwanted columns, but to the eye of a professional, the spreadsheet is unorganized and not aesthetically pleasing to the eye. The currency is not uniform so any information containing the amount donated in comparison to other countries would be inaccurate.

I would have created a column, “Lifetime”, that calculated the time between when the Kickstarter campaign started and when it ended. Then I would have created a Pivot Table filtered by “Lifetime” and “Country”. I would put “Sub-Category” in the rows and I would put “backers\_count” and “percent funded” in columns. I would use this Pivot Chart to analyze what Category was most popular with the investors and what sub-categories received majority of the funding. I created the “Lifetime” filter to detect any trends that may have evolved or died out. I would use this information to determine what Sub-Category I would chose to start my own campaign.