**KickStarter Data The three conclusions I can make about the Kickstarter campaigns after looking over the data worksheets are that a little over 50% of these particular types of campaigns are not successful at getting their businesses going or raising the funds needed on Kickstarter. People also seem to fund entertainment venues such as theatre, music, film and video quite a bit more than the other categories. Kickstarter would be a great place to test a product on the market without having to create and/or hire a focus group. You would have to predict what people want and how to market your product to meet your desired goal for the amount of money you need to have pledged or you lose that time and energy you put into your project.**

**Some limitations of this dataset are that we can only pull data from the table or worksheet itself, not from outside sources and it does not automatically update.**

**There are various other ways to present the same data, bullet bar charts, pie charts, clustered column charts, spider charts to name a few. I think the best way is probably the one that is easiest to read; meaning, keep it simple.**