1.

First of all I can mark some the most successful categories of interest that are well funded:

Theater – 60% successful

Play – 65% successful

Music – 70% (just rock – 100%)

The less fund size the easer to get it:

Less than $1000 – 71% successful

$1000 to $4999 – 66% successful

$25000 to $29999 – 40% successful

Greater than or equal to $50000 – 19% successful

Backers - As for theaters, they always have a relatively small number of fairly wealthy mecenate who donate them (you can see: 14% of backers donate 34% of total value of donation).

Regarding technology - there are indeed quite a large number of relatively not the richest people who sponsor new technologies (riskier than theaters, lengthy and sometimes painful research). You can see: 38% of backers donate only 15% of technology!

It seems to me that in order to solve this problem, it is necessary to “work” more with richer people, explaining to them the importance of a new particular development (for their and their loved ones and dear people) health, life and, of course, getting decent dividends if successful.

Sum of backers:

Technology – 174797 (38%)

Theater – 64196 (14%)

Music – 47297 (10%)

Average donation:

Technology – $600 (15%)

Theater – $1393 (34%)

Music – 47297 (17%)

Possible impact on the success of the time of year

The time of year seems to have little effect on the receipt of funds. Although small fluctuations are still noted. So December and January show the weakest results, apparently related to the large number of non-working days in December and relatively low activity in early January.

December – 47% failed

January – 41% failed

The same goes for August (holidays) and early September.

August – 40% failed

September – 43% failed

The most active months in the year are April and May.

April – 32% failed

May – 33% failed

2.

Absence of DOW index in the table, could be the next column to Date, which can introduce significant difference in results.

It is a lot of useless columns in the table.

3.

I had to create some more PIVOT tables to make, as for me, significant conclusions. They are: "Sum of backers" and "Average donations".

I worked with different Excel book” to calculate average, percentage and to provide some more activity.