Findings:

1. In this data set 463,246 backers invested in kick start businesses.   
   The most invested category is Technology. The success rate as well as the failure rate is almost consistent in this category.
2. However, the highest success rate from pledge to goal ratio is for Publishing but it couldn’t attract much backers.
3. The data predicts that Food is the lowest risk category.
4. The month of May suggests higher investment.

Some of the date limitations are the most general categories which over shadow the significance of certain business elements that could be key factor for any business success e.g. category of food & its sub categories especially food truck.

Despite the Pivot table & line graph , we can also use pie chart or column chart & bar graph and can run T-test for better understanding of the data.