**Pivot Chart Report**

**Conclusions Drawn On Kickstarter Campaigns**

After studying the pivot chart, I have realized a lot of campaigns see a significant decrease in the number of donations towards the end of the year. Successful campaigns saw a very big drop in donations heading towards November and continued dropping rapidly towards December. This has led me to the conclusion that it is not advisable to launch a Kickstarter campaign during the month of November and December.

A lot of campaigns struggled to reach their goals in the year 2009. This is probably due to lack of awareness about Kickstarter campaigns or this could be the year that Kickstarter campaigns were founded or started according to how poorly the campaigns did.

Theater is one of the most popular Kickstarter campaigns according to the pivot chart. I have seen a lot of successful campaigns compared to failed or canceled campaigns over the years. Journalism on the other hand has not seen a single successful campaign over the years. I would say it is the least popular, but it could be because of the low numbers of Kickstarter campaigns under the journalism category. All the campaigns were canceled which could be because not enough people were paying attention to them.

**Limitations Of The Dataset.**

The data has been collected from different countries which use different currencies. This may make it harder to determine the best common currency to use if one is going to compare between the most successful campaigns and the least successful campaigns in terms of total amount pledged.

Another limitation is lack of explanation for the purpose of staff pick and spotlight columns. What is the significance of those two columns? How would the data be affected if I decided to delete the two columns?

**Other tables or graph**

A Column chart would also be effective in trying to show the relationship between goals vs state of the campaign.