1. **Conclusions**
   1. As we can see in the displayed line graph on “Sheet4”, the best season to launch a Kickstart campaign that will result with the most success is in the spring months (March, April, May).
   2. As we can see from the pivot table on “Sheet2”, the best industries to tap into for successful campaigns are “Film & Video”, “Music”, and “Theater” as those were the only categories that had more successful campaigns than failed ones.
   3. As displayed in the “Outcomes Based on Goal” line graph, there is a negative correlation between Goal and Percentage Successful meaning the larger your goal, the less likely the campaign will be successful.
   4. Recommendations on running a successful Kickstarter campaign:
      1. Find an innovative idea in the field of “Music” as this has the highest percentage successful.
      2. Run the campaign in the month of May as this was the peak month for successful campaigns.
      3. Set your goal on the low end of your predictive range as this will be more of an achievable goal.
2. **Limitations**
   1. We do not know how successful the campaigns continued to be after the end date which limits us to only the specified time period that the campaign was running. This begs the question: what do we define as successful?
   2. When comparing categories, it is difficult to accurately identify significant relationships as the sample sizes of the campaigns for each of these categories were vastly different.
   3. The reach of these campaigns could have been skewed due to any side marketing from the companies who ran these campaigns either through word of mouth, social media, or paid marketing. This would potentially increase the pledged amounts thus affecting the rates of success.
3. **Other Tables/Graphs**
   1. We could create a column on “Sheet2” that calculates the percentage successful for all of the categories using the data in the successful and total columns and dividing them. Once this has been completed, we could insert a bar graph that displays the relationship between the Categories and Percentage Successful columns. This will tell us which category has the highest success rate. We can repeat this process for the subcategories as well.
   2. We could also create a table and subsequent line graph that compares the “backers count” to each of the “states” to see if the size of the backers has any correlation to the success or failure of a campaign. My guess is there is not a reliable correlation as the size of the donation from the backer is not known which would be a major limitation.