What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. A conclusion that one could draw is that theatre kickerstarters had the highest total number of successful kicker campaigns. Another conclusion is that Music has the highest percentage of successful kickers in relationship to the failed music kicker starters. Another conclusion is that 2015 was the most active year to date for Kicker Starters with 1226 failed, successful, and canceled campaigns.
2. A few limitations of this dataset are that the some of the data is irrelevant. It feels like an exported document that was not filtered. For example, “Spotlight, backers\_count, staff\_pick, USD”. That being said, maybe the data was met to be raw.
3. Another pivot table that could create is the relationship between average donation, the backers\_count, and the total amount funded. This will give us a better sense of how targetted a certain campaign is. Some campaigns will have few backers\_counts, but the average donation and total funds will be large. If the pivot table could be filtered by categories/ sub-categories, then the we could really see what types of campaigns generate the most revenue from individual donators.