Kickstarter, for some it represents being able to pursue “The American Dream”. Kickstarter is a crowdfunding public- benefit corporation that began in 2009. It is an online website that focuses on merchandising and creativity that is funded by the public. This report includes projects that have been set into the following categories: film & video, food, games, journalism, music, photography, publishing, technology and theater.

Sheet2 shows a representation of each category with the number of successful, failed, canceled and live projects. The pivot chard indicated that theater has the highest success rate compared to the other categories. The least successful category is food. Technology projects displayed the highest cancelation rate. Something that is not indicated on this table are the number of fraudulent projects. Do fraudulent project fall under the failed or canceled section of the data provided. It would be interesting to see the commonalities between categories that were fraudulent projects. Another piece of information that is not listed is how were the fraudulent projects uncovered.

All the categories in Sheet3 were placed into forty sub-categories. The most successful sub-categories are plays. If the types of plays were listed the success and failed rates could be compared to determine what the commonalities are in order to determine data that would be useful for future reference. If this information was provided a pivot table could be used to demonstrate the types of plays that had the most success. Sheet3 can also display the successful, failed, canceled and live state of the projects by country. An individual country can be selected as well as multiple countries. The United States is leading the overall success rate of projects. Food trucks had the second highest failed project rate. The types of food and the country they were being sponsored in would be interesting to have. It could be determined if the type of food truck was more successful in a country the food originated from.

In Sheet4 the pivot chart indicated there were more successful projects that remained above the one hundred marker. The successful projects began at one hundred eighty-two in January and reached its highest point in May. After May there was a steep drop in successful projects through September. Through October and November, the successful projects plateaued with a drastic decline in December. From January to December the failed project remained in the one hundred to one hundred fifty range.