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

* The first pivot table, based on main category data, tells us that although theater had the most donations overall. Although this category had the most failed, at 493, it had the highest total overall at 1,393. The least successful donations per main category was food with over half of its donations failing.
* The second pivot chart takes a deeper look into the sub categories showing that the largest amount of donations were with “plays” at a total of 1,066. “Plays” played the most major role for theater, contributing the highest number of success’s and the highest number of failed.

A deeper look into the sub categories shows that film & video success primarily came from documentary films with 180 success’s and 0 failed.

* Examining the success rates based on months it is interesting to see the data in all categories share some correlation. This is probably due to the fact of when the donations begin. For example, the live category begins in the beginning of the year and usually stops around the end of march. The following months show and increase in all categories with a slow decline as the second half of the year begins, ending with a heavy drop during the holidays.

2. What are some of the limitations of this dataset?

* The first limitation would be the currency conversion issue. Donations take place in several different currencies and to truly compare each dataset one must first convert all currency to a standard currency.
* The dataset is also very broad and compares data from all across the kick starter making it difficult to examine specific sub categories against each to decide which is most beneficial for the actual category and how each sub category did per month.
* Some of the amounts set for goals were very low compared to others, causing for a success however some failed categories still had raised more money.

3. What are some other possible tables/graphs that we could create?

* Other options include examining relationship of goal amount vs the pledged and their outcome rate using a clustered column chart.