**A few conclusions**

The following can be summarized by the pivot table and chart data created in this exercise:

* A Kickstarter campaign to fund a play will face the most competition from similar campaigns.
  + Rationale: The theater category had the highest number of Kickstarter campaigns overall, of which 75% of this category consisted of plays
* A Kickstarter campaign to fund a food truck business is one of the least likely to be successful.
  + Rationale: The food category had the highest percentage of failures (70%); food trucks comprised 70% of this category, of which all (100%) had failed campaigns
* Starting a Kickstarter campaign in the month of December has the highest risk of a failed campaign
  + Rationale: Although December has the lowest overall campaigns created for a month (of all the years compared), it is the only month overall where the failure % rate is higher than the success % rate

**Limitations of this data set**

* In the specific tables and charts created for this exercise, the data should have a filter applied to toggle/indicate whether a campaign was spotlighted or not (true/false); there appears to be a strong correlation between a campaign being spotlighted and the success rate/percent funded
* This specific data set contains amounts representing different currencies; data should be converted to a single, standard currency for direct comparisons of funding among campaigns
* In order to more accurately compare campaigns, the campaigns should be sorted/categorized by like goal amounts
* More definition around “canceled”; for the *technology* category this comprises almost 30% and I question if this is skewing the data (e.g. were these canceled right before the campaign expired to avoid a failed campaign?)

**Other possible tables/graphs that could be created**

As previously mentioned:

* Filter by spotlight/not spotlight to better analyze success and percent funded
* Convert to single currency for direct comparisons related to $ amounts

Analyze the following for successful vs failed campaigns

* Average donation by goal amount
* Number of backers count by goal amount
* Average donation by category/subcategory