Conclusions:

From Pivot table 1:

* More kickstarters succeed than fail.
* Theater and Music categories are the most successful.
* Journalism-based kickstarts are a really bad idea. They are frequently cancelled.
* Food categories are also not very successful.
* Technology based kickstarters are very even with an equal number of successful, canceled, and failed kickstarters.

From Pivot Table 2:

* Plays do remarkably well on kickstarter. So does rock music.

From Pivot Table 3:

* If you want to successfully launch a kickstarter, Quarter 2 is the time to do it. NOT Quarter 2. There is an increase in successful kickstarters in quarter 2, but quarter 3 has less successful kickstarters and an increase in failed or cancelled ones over time.