1. From Reviewing the dataset using the different pivots created we can start to better analyze and see what’s going on with the Kickstarter campaigns.

From the Category Pivot chart, we can quickly see that there are 3 areas that Kickstarter seem to be more successful in. Film, Music and Theater top off the list in proving that Kickstarter campaigns are successful in those Categories.

From the Sub-Category chart, we can clearly see that the Plays have the biggest success rates. Among all other Sub-Categories which have an average combined state of total of around 150, Plays has 7 times more.

From analyzing the Date Created Pivot, I’ve notice that there are more entries in the beginning of the year. We see that in Q1 and Q2 there are more entries, and then we see a decline going to Q3 and Q4.

1. One limitation that I see is that dataset can only be filtered by Country. I’d like to see where the concentration of these Kickstarter is, and if they are only around major cities.
2. One chart we could add would be one that would look at the Live state. We could make show of the ones that are Live, how many have already reached their target goal amount.
   1. We could use the Z-Score formula to figure out and see how if any of the values are out of the 99.7% for the goals. I saw one value when I setup the pivot, and for the music section I notices one goal that was set to 300K and received 0 so far.