Kickstarter Data observations:

1. Kickstarter Campaigns:
   1. Art projects are more common and much more often funded than technology projects.
   2. “Plays” dominate as the most common kickstarter project type, representing 26% of the total past projects. (The next most common was “Rock” music, at 6%.)
   3. A “Spotlight” from kickstarter Guarantees success on a project, While a project being a “staff pick” seems to have little correlation.
2. Limitations:
   1. No information pertaining to what happens before a project is launched. Who is on the team? Do they have an established following?
   2. How well does kickstarter promote certain projects? How is “Spotlight” decided?
   3. No reasons given for “cancelations.”
   4. No data on other similar platforms.
3. Table/graphs:
   1. A bar graph/pivot table that shows the success rate of projects compared to ones that are spotlighted, Separated by category to see what types of projects are spotlighted most often.
   2. A Pie graph/pivot table showing how many backers there are in each category by percentage.