1. Looking at all the data we can determine that music kickstart was more successful with a 77.14% success rate. We can look at the Category pivot table to determine the trend. Kickstart started in December had the lowest result in the Success trend compared to the rest of the month. Kickstart started in the month had the highest success rate.
2. One of the limitations is that we know the countries that the Kickstart was Successful/Failed in. But we don’t know if there is any correlation between region vs type of kickstart that was successful. For example, looking at the US, we could determine what type of kickstart would be more successful in which coast in the US. This could give more introspect on which kickstart would have a higher success rate. We could look at the demographic and target the audience for more successful kickstarts.
3. I would add another pivot table and a graph that compares the Country and results of kickstart to determine which country had the highest success rate. I would also add another column that would display the difference between a goal and pledge and the length of the kickstart. We can use this information to determine what made the kickstart more successful/fail. We could use that information plus the state to determine if increasing the deadline for some of the kickstart could result in more success.

Statistic Analysis bonus:

* The median would summarize the data more because some of the kickstart have high numbers of backercount (26457 and 20242). Which would increase the average drastically When there were a lot kickstart that had <500 backercount.
* Looking at the Variance we can determine that “Successful” data (712840.99) is more spread out when compared to “Failed” (3773.22) Kickstart. Variance is used to determine the rough idea of how spread out the data is and not only that if we look at the population size, we have significant larger data set for successful kickstart with 2185. Which could result in shift in Mean and median point. In the end we just have more data on successful kickstart which result in more spread out data for us to analyze.