# Report: StarterBook Date: Jun 9, 2020

1. Overall Observations from the Pivot Charts:
   1. I added pledge dollars converted into USD via an Exchange Rate table
   2. Pledge value is a necessary metric for this analysis
   3. Technology Kickstarters raise far more money than any other while Theater has more Kickstarter campaigns than any.
   4. While there are a fair number of failed or canceled campaigns, the pledge dollars in these is low which makes sense as when money doesn’t come in, the campaign goes away one way or another.
   5. There is little data for 2017 so ignore that year
   6. Very high growth until 2015 then flattening off a bit in number but value still increasing.
2. Technology Analysis
   1. Since Technology is the highest value raised, let’s dive deeper
   2. There is no apparent seasonality, I would suggest the sooner the better
   3. Technology Kickstarters go back to 2009, the other 3013 or later
3. Limitations of the dataset:
   1. No real data past 2016
   2. Difficult to track the value with fluctuating exchange rates, better if we had th4e USD value give for all campaigns to start with.
   3. Expense budget for each campaign to know the profitability
   4. The campaign promotion companies involved, to see which ones are succeeding the most
4. I already did, adding value in pledge normalized to USD