1. From my analysis, we can conclude that the most likely successful category Kickstart Campaign’s funds is music. Although it did not generate the highest number of successful ventures, 77% of music campaigns were successful and thus provide an opportunity to target this category more to generate further success. Conversely the technology and games categories did not generate many successful ventures, in fact over 50% (64% of game and 65% of technology) of these ventures were cancelled or failed. Lastly, I discovered that many ventures fail during the month of December. I believe this could be due to a combination of not receiving enough funding because of consumers spending their money towards holiday items and a make or break mentality influenced in revenue forecasts. Many of these ventures could over project how much profit they will make during the holiday season and not have the capital to recoup the losses if they do not hit the high projections.
2. A limitation of the data set would be the lack of insight on the number of ventures were successful dependent on the goal amount that was established. If we knew this amount, we could discover which goal amounts are most attainable for these companies and not have them over project their goals. This would lead to many ventures to be successful and survive rather than be canceled.
3. A way to create this would be using two pivot tables. The first table would analyze the count of how many campaigns failed/were canceled by goal amount and the second would analyze the count of how many campaigns were successful by goal amount. We would then take the Top 40 of both pivot tables and compare each by the number of successes and failures to the goal amount. We concluded that the Top 40 items of each table were sufficient because they accounted for 80% of the grand totals in both sets. Finally, after comparing the Top 40 items from each table we could discover:

* If certain goal numbers are obtaining more success than others
* If certain goal numbers are failing more than others
* If a certain goal number had both a large amount of success and failure

In the case of a goal number having both a large amount of success and failure, we could then analyze by category and subcategory for why the goal number was successful or not.