Given the provided data, we can draw three conclusions. First, per the Category pivot table, the Category that proves the most successful at raising funds via Kickstarter is theater, followed by music, then film and video. Second, the Sub-Category pivot table tells us that the most successful Sub-Categories are plays, rock, and documentary, which all fall under the successful theater, music, and film and video Categories, respectively. Third, as can be seen from the Date Created pivot table, most Kickstarter campaigns are successful in the months of April, May, June, and July, with May being the highest. Overall, it can be inferred that the most successful Kickstarter campaigns stem from projects in the performing and filmmaking arts, during the midspring to midsummer months.

Some limitations must be acknowledged for this dataset. One is that this dataset is aged and only as recent as 2017. In later years and up to the present, trends such as backers’ preferences for certain Categories/Sub-Categories could have changed. Also, in recent years, miscellaneous projects/causes (that cannot easily be categorized into the fields provided in this dataset) could create new Categories and Sub-Categories, which, if statistically significant, must be taken into consideration for any future data analysis. Finally, this dataset and analysis as performed covers all projects from 2009-2017 collectively instead of year-by-year. Much has changed in that timespan, from the variety of project types to the evolution of technology to Kickstarter’s maturation as a crowdfunding service. To gain a more accurate idea of recent trends and how they have changed over time, a year-by-year analysis would be helpful.

Outside of the performed analysis, other tables and graphs can be created. One is a pie chart to measure the success percentage of Kickstarter projects overall and by other parameters such as Category, Sub-Category, or month, to name a few, depending on how far down analysts wish to drill. Another is a pivot table/chart of project success by such non-quantitative factors as staff pick or spotlight. Such a table/visualization could help determine how much arbitrary favoritism by Kickstarter’s staff or features such as a “Trending Projects” section of their website contributes to project success. Finally, another pivot table/chart potentially worth analyzing is one that shows project success, number of backers, and average donation to search for trends in successful projects such as few backers/high donations or many backers/low donations.