1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* The top three launched campaign categories are: Theater, Music, and Technology

However, there are only 209 of 600 campaigns successful in Technology category. The campaigns under Journalism are all canceled.

* Among the sub-category, Plays is with the highest successful campaign qty which is 31% of the total successful campaigns. Rock are with top 2 successful campaigns; moreover, the successful ratio of the submission is 100%.
* The highest successful campaigns are launched in June and the worst month to launch campaign is Dec.
* Less goal is with higher successful rate

Based on the above data analysis, if we will launch a new Kickstarter campaign, the best successful possibility will be launching under Theater (Plays) or Music (Rock) categories with less goal in Jun.

1. What are some of the limitations of this dataset?

We don’t know if there are other key factors to impact the State of the campaigns, such as Ads and Media influences.

The numbers of backers and pledge can be faked and won’t represent the reality.

1. What are some other possible tables/graphs that we could create?

* We can do further analysis for each category successful rate. For instance, Music is with 70% successful rate higher than Theater with 60% of successful rate.
* We can do average donation vs. State successful relationship study.