1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. From the comparison of the outcomes per category, we can tell that music related projects have the highest rate (77%) of getting funded. Within the music category, jazz and world music are the least appealing one to Kickstarter’s investors. Although theater related projects have the highest grand total, more than half of them were failed or canceled. We can also tell that people at Kickstarter have almost no interest in Journalism related projects.
   2. It usually takes less than a week for a project to be fully funded. Some popular projects only take a week or so.
   3. Kickstarter’s investors are more active at May and Nov during the year.
2. What are some of the limitations of this dataset?
   1. There are more than 370,000 projects at Kickstarters, but the data set only contains around four thousand ones. What is the standard of selecting those four thousand projects? There might be sampling error when collecting the represented data.
   2. PivotTable falls short in handling real business problems since the PivotTable analysis is limited to the data in the table itself.
3. What are some other possible tables/graphs that we could create?
   1. Scatter diagram for the relationship between backers count and average donation;
   2. Bar chart for the relationship between category and years;
   3. A pivot table and a bar chart for the relationship between goals and country;
   4. We can run a p-value table to see which category/goal amount are statistically significant to the outcome of the projects.