**conclusions we can draw about Kickstarter campaigns**

* Entertainment related categories like Theater, Music, film and video are the best performing kick starter categories. Even though Film and Video is considered best performing categories based on the data set, the drama and animation related categories are not playing big role in the success of campaigns.
* Food related campaigns are the worst performing Categories over all. But comparing to Food Trucks and Restaurant kick starters, small batch food Kick starters are performing well in food category.
* Campaigns are more successful when they end by the summer. Especially they are very successful in the month of May and June.

**Some limitations of this dataset**

* It would have been more helpful if we have data for number of people who viewed kick starter campaigning page.
* And if we have data for the campaigning methods the kick starter used for its promotion.
* And if we have the data set to know that this would be the first campaign for the promoter or not.

**Other possible tables and/or graphs that we could create**

* Chart for Average amount pledged by backers based on category for success, failed and live statuses.
* Pivot table to measure length of the campaign ran per category based on its success or failed status