Excel Write Up

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

* Campaigns have higher rate to be successful when project's initial goals are smaller. Percentage of successful decrease as goals increase.
* Among all parent categories, theater, music, film & video, and technology are the most common projects to raise funding. In sub-categories, plays are much more frequently appeared in funding raising than other kinds of projects.
* In general, numbers of both successful and failed projects decline at the end of each year from 2009 to 2017.

**What are some of the limitations of this dataset?**

* Majority of projects are from the US market, which means the data may be skewed that does not represent the global market.
* There could be a column describing the genre of each individual project, so we can compare the different successful rate between each genre.

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

* Successful, failed, and cancelled rate for each parent category and sub-category.
* Average percent funded for each month and each parent category and sub-category.
* Average day of launch (date ended conversion – date created conversion) for each parent category and sub-category.