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

* How much money we think it’ll take to complete the project… there will often be additional unexpected/unpredictable costs. Set our goal at 30 to 60% above what we plan/think we need. Better to risk not fully funding your project, than to successfully fund something we’re unable to afford delivering on.
* The Kickstarter campaigns are more spectacular than we ever expected… the results of which were both fantastic and terrifying. One project may attract so many backers would find and share a project but others cannot find even one backer. We should think we would have to depend strictly on our own network to fund the project at first.
* How many backers and their pledges we would end with.Too many backers or no backed sometimes can lead to a failed or canceled project. But this also had unforeseen consequences. The amount pledged per backer is relatively independent on the goal of projects I.e., the larger the goal of a project, the smaller the relative amount pledged by each backer. Sometimes we will spend too much times to “chat” with backers and not following the project plan. This may explain why larger projects fail more often.

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

* This dataset is undocumented and undefined columns (staff\_pick spotlight) leading to misunderstand if someone not familiar with crowdfunding projects or even terms in investment and this dataset is also missing an important column to reflect to a dataset’s crowdfunding projects is Location (City, State). Together with Time, Category and Ideal, the Location will sometimes decide Successful, Failure projects at launch times

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

* Graph to compare length of Campaigns/projects and a graph to compare these length of successful, canceled, failed projects to find critical path and conclude best time period for campaigns/projects(successfully)
* Graphs about the relationship between Categories and its chances at success, failure, or cancellation to uncover some categories experience has influence on the success rates of projects
* Graphs about the relationship between Sub-categories and its chances at success, failure, or cancellation to uncover some sub-categories experience has influence on the success rates of projects
* Graphs about How much money/fund was successfully raised over years, or by categories or sub-categories
* And so on.