1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Based on the raw data and pivot table & pivot chart, we could simply know that major three insights:

* According to pivot table 1 we could see the relationship between category and state. We could see that 53% project was successful; music category has best successful rate which is over 77.14% and followed by theater category which is 60.23%. Music and theater category together will be 2093 projects which is half total projects.
* According to pivot table 2 we could see that plays sub-category have a biggest portion compare to other subcategories. Inside music category, we could find that at least 5 sub-categories could 100% successful such as classical music, pop, mental and so on.
* The project starts from 2009-2017, according to pivot table 3 we could see that from May to July is hot seasons we have over 380 projects/ month, majority projects successful; Mar and Apr performance best with high successful rate (around 60%) and low failed rate (around 32%). On the converse Sep and Oct performance worst. Dec more faired then successful projects.
* Overall, higher goal with lower successful rate and higher fail rate

1. What are some limitations of this dataset?

* Projects have different duration (end date-start date), some is 90 days some is only under 10 days. So, it’s hard to standardize the performance of projects
* No detail location information, it would be better if contain city. Majority donate happened from USA so we could explore more based on the performance of city
* Data seems like not a full data. Based on homework instruction said only a third have positive outcome, but what I found based on raw data, around 50% met the goal.

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

* The relationship between pledged with category, then we could know how to set a $goal to get success
* Country’s donation performance, the relationship between country and state