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

Based on the first chart of category, I notice that film/video, music, and theater have the higher successful rate comparing to the rest of the groups. Following by this insight, for example, I break film/video further into sub-category and find that documentary, shorts, and television all have 100% successful campaigns. This information tells us that it would be a good idea doing fundraising through Kickstarter for films involving in these 3 sub-categories. On the other hand, the 3rd graph does not provide much business insight.

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

The data has covered most of the information we need; however, it does not provide reasoning of why campaigns were either canceled or failed. We cannot dig into the data for what are the causes/elements which lead to failing fundraising.

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

We can use pie chart when we want to look into individual category, which indicates campaign states.