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

* The most popular seems to be film&video, music and theater.
* Some plays seem to be very successful but some plays failed. I would definitely not spend any time on the failed plays.
* Items related to food were not popular.
* Technology either failed or got canceled the most out of the nine categories.
* There are instances where funding was canceled however the pledged amount was successful.
* The most popular month for success was May and the most cancelled and failed pledges happened in July,

**What are some limitations of this database?**

* I am not sure if the currency column amounts need to have the same currency to be able to compare the success across the board for the money pledged vs. met goals.
* It’s unclear what the date created conversion and date ended conversion column means and if there is enough time allotted that can impact the success of the pledges.

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

* Target by country information on the pivot table and graphs to examine more information on a particular country. Some events may be more popular in some countries than others.
  + Also I would search by year to see if lower pledges were driven by events that particular country had that year.
* I would evaluate in a table how many “backers” did it take to reach the percent funded. In some areas there might be less backers but the goals met % is high because of their high contributions.
* A table of canceled or failed categories vs. how many backers for those categories in order to understand if there was any interest at all.