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

* Out of over 4,000 projects, approximately 53% have been successful while approximately 37% have failed. Parent categories Theater, Music, and Film & Video have the highest number of successful projects, respectively.
* All the projects of sub-categories Art Books, World Music, and Audio have been cancelled. Whereas, all the projects of sub-categories Rock, Documentary, and Hardware have been successful. Sub-category “Plays” have the highest number of projects by far.
* Successful projects have a negative linear trending line, which means number of successful projects have a declining trend.

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

* There is a total of more than 300,000 projects launched on Kickstarter, however we have only analyzed 4114 of them. The data is incomplete. We do not know if the data we analyzed is a good representation of the overall data.
* The dates were in a different format than excel. It was a limitation, though we fixed that problem. We also had to split Category and Sub-Category column in 2 different columns.
* We do not know how the data was collected; we presume all the values are true.
* Some of the data in the dataset are ambiguous. For example, what exactly does “Staff\_pick” refer to? Why is it True for some projects and False for others?
* We do not know how the goals were calculated, and that directly effects the state of each project. It is easy to assume that the higher the goal the more difficult for the project to be successful.

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

While there are many, 3 possibilities that comes to my mind first are:

* We can use scatter graphs to see the correlation between number of backers and percent funded.
* We can create a pivot table to see the correlation between state of the projects and countries per category.
* We can create a pivot table and a pivot chart to see the correlation between the goals and categories/countries.