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

From the Subcategory Stats pivot table and chart, we can see that most Kickstarter campaigns are for plays. The total number of play campaigns (1,066) is significantly higher than any other subcategory. The next highest is rock music at 260.

From the Category Stats pivot table and chart, we can see all 24 campaigns in the journalism category were canceled. We can conclude that most journalism campaigns are canceled.

There are less successful campaigns launched in December than during the rest of the year. In the Outcomes Based on Launch Date pivot table and chart, we can see the month of December has the lowest amount of successful campaigns (111). The most successful month is May (232). However, there were less total campaigns launched in December than any other month.

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

We don’t have reasons campaigns were canceled. Was it because they were going to fail?

We don’t have information on how the campaign was marketed.

We don’t have deadline/campaign length information.

Were some of these projects featured on the website? Did that affect its success?

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

Comparing the percentage of a category that is successful/failed/canceled.

Number of donations by category.

Average donation by category.

Amount pledged by category. It would be interesting to see which categories bring in the most amount of money.