**Conclusions**

1. From the first pivot table, we see that more than half of the projects were successful (53%). From the sample provided, the category Music has the highest success rate (77%) followed by theater (60%) and film & video (57%). Another thing we see that is all of the journalism category had cancelled projects. Almost a third of technology category projects were cancelled too. This table will allow backers to know which category to invest in and what to stay out based on the trend we see.
2. Now when we investigate the second table with the sub-category, we get to see how successful and unsuccessful some of the sub-category are. Classical music, documentary, hardware, hard rock, metal, nonfiction, rock, shorts are some of the ones which has 100 percent success rate. There are also ones that were completely unsuccessful or failed, those are animation, children’s books, fiction, jazz, makerspaces, places etc. From all the subcategory, it looks like the subcategory plays has a lot of successful projects. It is interesting to see that from our previous top three category that is music, theater and film & video, both music and film & video has a sub-category that was completely unsuccessful. So, it is helpful for data to be broken further down so backers get to see really what is successful and what is not.
3. From the third pivot table, we see the month May, June and July having the most projects with May being the month with the most successful projects. From there, when we look at the chart, the rate of success to failed seem to be going down at the same rate with fail taking over in December. Not sure of the reason why projects fail in December whether that has to do with the holidays and it already being an expensive month for people, maybe backers are not too keen on investing in projects during the month of December.

**Limitations**

We need a larger dataset, as some of the category and subcategory are smaller in size compared to others, so looking at statistics and numbers does not give enough answers to draw better conclusions.

**Other possible tables and/or graphs**

1. One thing we could look at is if the Kickstarter project is still successful in terms of profits after the company was established. So that would be defining success in terms of years active and profits made in current year.
2. Another interesting thing would be to look at projects based on country (international projects) or even just by state for America to get better idea how country/state plays a role in terms of success/failure.