1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.
   1. Pivot\_1:
      1. The top three most successful campaign categories are theater, music, and film & video.
      2. The category “journalism” did not have any successful campaigns. In fact, all of the campaigns in this category were canceled. Additionally, the data set tab points out that even though “journalism” had goals, it received almost zero percent in funding.
   2. Pivot\_2:
      1. The top three most successful campaign sub-categories are plays (theater), rock (music), and documentaries (film & video)
      2. There are 11 sub-categories that were canceled. There is one campaign under id #1012 that surpassed its 5000 goal, yet it got canceled anyways.
   3. Pivot\_3:
      1. The month of May has the most success in funding for Kickstarter campaigns; however, the timeline trends downwards from there for a couple of months before rising again in October. From there, it remains constant for two months before trending downwards again in December.
2. What are some limitations of this dataset?
   1. Multiple categories/subcategories: Data set includes varied types of categories that are not necessarily correlated. It would be better to separate them out in order to make a comparison of related things. For instance, we can have one spreadsheet for film & video and another for technology.
   2. Multiple Currencies – might be good to convert them to one standard exchange rate for easier reporting
   3. Column K (staff-picked)/M (spotlight) – would be good to know what was the criteria for picking a certain category/subcategory
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Outcomes based on goals – see bonus tab
   2. Outcomes based on pledge
   3. Country – create pivot table showing which countries have the most campaign successes. The top three campaign successes are from the US, followed by Great Britain and then Canada