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

Conclusion 1: Projects with a smaller goal tend to have a higher chance to succeed.

Conclusion 2: all most all the projects (in this case, all the projects) who carried out the spotlight and advertised got success.

Conclusion 3: Projects related to our daily life entertainment are more popular and successful than high-tech projects and social media projects such as journalism and publishing.

Conclusion 4: Overall, crowdfunding was the most popular way for startups during year 2014 to 2016.

**Question 2. What are some limitations of this dataset?**

One of the limitations could be the degree of generalizability. As we can see, most of the projects are from the U.S. (almost 74%, refer to the pivot table created in the “Possible Tables and Graphs” tab of my Excel). As a result, we cannot conclude or predict any trends for other counties worldwide.

Another limitation lies in that the sample size can still be expanded. As the background instruction said, there are more than 300,000 projects launched on Kickstarter, and these projects’ timeframe is from year 2009 to 2017, in my opinion 4000 samples over 8 years are not enough for our study to make any effective and relatively precise conclusions or predictions.

Also, we can’t guarantee any of these data are complete and correct with no typos and mistakes. Resource limitation is a big problem too. For this study, we only looked at the projects from Kickstarter, on other words, we couldn’t make sure if Kickstarter can represent the trends for other crowdfunding services. So our study is limited inside the Kickstarter only.

**Question 3. What are some other possible tables and/or graphs that we could create?**

We can generate a pivot table which shows the relationship between the spotlight and the state. Refer to the first table in the “Possible Tables and Graphs”, we can see usually project with spotlight TURE get success. We can also plot this as a stacked bar diagram to visualize it.

We can also get a table to show how many countries are covered among all these projects in order to give us a general idea about the dataset’s degree of generalizability and level of representativeness.

We can also look into every year’s quantity of projects proposed and their successfulness by pivot table with relationship between state and years, as well as the stacked bar chart. From the chart we can see in year 2014 to 2016, crowdfunding was the most famous and popular way for startups.