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

* According to the category pivot table, by simply visualizing,, theater is the most successful project. However, data wise, music has the highest success rate of 77.14%, while success rate for theater is 60.23%. Film & video has the success rate of 57.69.
* According to the sub-category pivot table, plays is the most successful but also the most failed out of all sub-category.
* According to the month pivot table, May is he most popular month, while December is the least popular month.

1. What are some limitations of this dataset?

* The analysis is only limited to Kickstarter, will need other crowdsourcing companies to analyze more significant insights.
* Projects can be breakdown into areas (state or cities) of each country to understand the distribution for rate of success, since populations can be different in each area at a certain country.

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

* We could analyze which country has the most successful projects to further see which country would be more successful long term.
* We could analyze the success and failed project by time frame and see which if duration can be one of the reasons that causes certain project success or fail.
* We could analyze if spotlight could be one of the reasons that causes projects to success or fail.

Bonus Statistical Analysis

 Use your data to determine whether the mean or the median summarizes the data more meaningfully.

* In this circumstance, median may represent the summary of the date better comparing to the mean in both the successful and failed backers’ count. Median the central value of the entire data, and median is a result of the center of data that includes all the “outliers,” which in this case, the outliers are the three or four digit numbers that are less common.

 Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* Standard deviation measures the dispersion of a set of data. Higher standard deviation may indicate the values are more spread out and lower standard deviation means the data is closer to the average of the data. It shows that the successful campaigns has more variables comparing to the unsuccessful campaign.