1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   * 1. From the data presented in ‘Pivot 1’ we can see that campaigns in the Theater and Music categories are the most successful while categories Journalism and Food are the least likely to succeed.

We also notice a trend that Kickstarter campaigns tend to be more successful than fail across all categories except for Journalism. The rates for a campaign cancelled are even lower than both successful and cancelled campaigns.

* + 1. When evaluating the data in ‘Pivot 2’ we can see the variability of success and failure across the subcategories. Some of the subcategory campaigns (such as electronic music, hardware, classical music, documentary) while other subcategories have 0% success rate (gadgets, mobile games, children’s books, food trucks).
    2. In ‘Pivot 3’ we see that there is some seasonality to the success of campaigns as the earlier months show a higher success rate whereas after May we see a sharp decline in success rates and a spike in failure rates.

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

The data does not necessarily represent normalized data. Therefore, the inferences may be skewed by the data presented. The number of observations for the less popular categories and subcategories may provide enough information to help provide insight into the rate of success/failures.

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

We could examine the amounts pledged against the goals to determine how popular some categories are than others. We may find that when the amount pledged exceeds the amount of the goal, that campaign is much more popular and has a higher chance of success.

We could also investigate the amount of successes and failures across the different countries listed in the data set. This may lead us to conclusions based on the region that the campaign is conducted and provide insight into the success rate for that area.