**Analyzing Report**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* The most three popular categories people launched are “theater”,” music”,” technology”. But the top three highest success rate projects are belonging to ‘’music (77.14%)”, “theater (64.23%)”, “film&video (57.69%)”. For “technology”, we get 34.83% success rate which way lower than average rate (53.11%).
* The busiest months for starting projects are May (384 projects), Jun (384 projects), Jul (385 projects) through years. May is also the month we got the highest success rate (60.94%) in the whole year. December is the month in which the fewest people choose to start their projects, only 249 projects comparing to 385 projects in July, which also gets the lowest success rate (44.59%).
* Of the total 42 sub-categories launched, twenty categories never succeed, twelve categories never failed. For the rest 9, four categories’ success rates are below to 50%, 5 categories’ success rates are above 50%.

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

* In this analysis, the dataset explored 4114 projects from 21 countries. But most projects (73.8%) are from American. There are 7 countries from which the quantity of projects investigated are even lower than 10. The findings and trends from this dataset might not much helpful for the people from other countries to make a decision.
* Overlaying the reason of “failed” and “canceled” onto dataset could help us to understand better about success rate. If the projects failure or cancellation is only caused by fundraiser himself, and we got the reasons like “I change my mind”, “Bad timing”, “I have problems with my team” etc. Maybe we should not take these cases into account.

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

* Scatter plot to show correlation between goal and pledged for “successful” and “failed” projects. It could help people to set appropriate goals to achieve.
* Histogram plot of fundraising duration (“Date Ended Conversion” - “Date Created Conversion”)