**Conclusions**

The database has over 4000 past projects in different state of campaign whether they were successful, failed, cancelled, or is currently live. The full table shows that the projects have to have enough money pledged to meet their goal. Also, they have to be in the right category and sub category to have successful outcome.

The category and sub-category pivot table summarizes the data of all projects in different state of campaign from all country. The top five category are Theater, Music, Film & video, Technology, and Photography. The Theater category will have more successful outcome than any other category. However, not all projects from Theater category has the same degree of success because from further analysis, Plays has more success than musical.

Based on the launch data outcome pivot table, not all category depends on the timing to launch the projects. For example, May is the best time to launch Theater projects and it is also the peak month of success. However, Technology projects do not depend on certain month to launch the projects.

The data also provide the basis to analyze what project goals have greater outcome. The projects with smaller goals (< 10000) have more than 50% successful rate than projects with greater goals. Projects with goals < 5000 have more chance to get funding and the least to get canceled. Projects with goals >= 50000 have higher risk to be successful and canceled.

**Limitations**

* The table only has over 4000 projects that is only about 1% of the total number of Kickstarter campaign. The small dataset may not be accurately represent the actual data.
* There is not enough supplement information on how to interpret the data provided. I did not evaluate what is the significant of staff pick, backers count, and spotlight.
* There maybe other factors to consider the success of Kickstarter service. For example, there is no data on marketing cost to launch a successful project. Also, geographical locations on where to it to determine that the project is launched at the right place.
* The dataset did not include other possible category or sub category. For example products/merchandise.

**Other Tables/Graphs**

* Regression analysis on different variables.

For example, the relationship between different state of projects and category/subcategory. Also a different relationship between different state of projects and reaching funding goal and budget.

* Pivot table to summarize different state of projects, backers count, and country.