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

* For business category:
  + Top 3 category have more chance to be successful which is Music(77%), Theatre(60%), Film & video(58%) ;
  + The top 3 project count is Theatre, Music, Film and Video .The more projects has higher successful rate. Need to find why more projects has higher successful rate that I need to find more data to answer it.
  + Top 3 category have more chance to be failed which is Journalism(0%), Food(17%), Publishing(34%). If the investor would like to invest on Journalism, Food and Publishing industry have to be very carefully.
* For business Sub-category:
  + The successful rate is very polarized most of them either very successful or very failed.
  + One category has few sub-category, only compare with the sub-category may not accurate.
* For Time:
  + The successful rate doesn’t have big change in the different month. On Dec. has the lowest successful rate and lowest case number, this may be because the holiday effect.
  + On May has the most highest successful cases.
  + The failed rate has three peaks which is Jan, July and Oct. The peak in Jan may be because just after holiday people’s pocket is empty. The peak in July may be because people go for holiday.

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

* If we’d like to use date to get final accurate conclusion we need statistic significant data, for example sub-category only has few numbers of data, that why some of our conclusions are not reliable.
* Most data is for US country, if we use our conclusion for other countries may not reliable.

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

* Pivot table : Row Category with column different country as value successful rate
* Pivot table: Row Category with solumn different years as value successful case and successful rate