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

Given this data and the pivot tables ran, we can see that the main two categories for a successful campaign fall within theater and music, with a 60 % and 77% respectively. And the two lowest being journalism who slide in with 0 successful campaigns and food with only 17% of campaigns being successful. So. it seems performance arts tend to pay, where as writing and food services won’t bring home the bacon. This could be an indication. This could be due to the fact that more individuals gain more pleasure or tend to enjoy music and theater more than they do journalism or eating out, so they are more likely to want to donate to their campaign. With the date created tables, there seems to be no seasonal trend for overall increase of successful vs failed campaigns. Some may theorize that given the increased spending tendencies of individuals during the holidays, that they may be less likely to donate during those months. However, there seems to be no significant difference throughout the year as the number for each state seems to remain steady. Running additional pivot tables showed that those campaigns that were successful had higher average number of backers, the amount that was pledged on average was the highest. So, unsurprisingly those campaigns that averaged more and higher amounts of donations were more likely to be successful.

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

The biggest limitation would be reasons for why the campaigns were canceled and failed. Was it really due to money or was it due to over circumstances such as individuals drive, change of heart, or were they simply just trying to gain money quickly from individuals with no real business goals in mind? Also, a category could have been created that separated those who were looking for a long-term vs a short-term project.

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

The average amount pledged, and the average amount of backers is a useful table to show the obvious success to funding. Also, the average goal amount compared to each category and sub-category state. Showing maybe the connection between certain categories that failed due to the large amount of required money.