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

1. According to the pivot table analyzed by category, the number of campaign was the highest in “theater”, but “music” category showed the highest successful rate.
2. Specifically, sub-category of “rock” and “indie rock” showed the highest number of success. In contrast, “faith” and “jazz” often failed in the campaign.
3. The analysis of “music” category according to year revealed that campaigns were most successful in Jan and May.

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

- Because the number of campaign was skewed to “theater” category, comparison between categories may not be correct. For the reliable analysis, the number of campaign in other categories should be increased. In addition, other factors, such as weather, events, and so on, may affect the positive or negative aspect of donations.

we need more detailed information for helpful analysis for targeted campaigns such as backers background(age, income, location). Also, we may need external data to see seasonal effect by weather or holidays.

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

- Successful, failed, canceled rate by country

- Duration of the campaign and successful rate

- Duration of the campaign and average funded money per day

- Most funded campaign by amount of money