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

Looking at the first pivot-table, the theater category has the most campaigns in Kickstarter out of all the other categories. Theater makes up 34% of Kickstarter campaigns, that’s 17% more than, music category which is the second most category on Kickstarter. The bar graph shows the top 3 categories campaigned on Kickstarter for theater, music, and film & video. Each of these categories has a higher success-rate than, fail rate. You can also notice that journalism has no success rate, with a 100% cancelation rate.

In the sub-category, plays have the most grand-total (success, fail, live, canceled) out of any subcategory. The grand-total campaigns for plays are 1066 or 30% out of all sub-categories are plays. Compared to the second most, 260 rock campaigns, or 6% make up the sub-category rock. Also, in pivot-table-2, the sub-category documentary has a success rate of 100% in Kickstarter, the grand total for sub-category documentary is 180 and successful campaigns for sub-category documentary is, also 180. If you campaign for a documentary on Kickstarter, chances are you won’t fail.

Referring to pivot-table 3, the highest rate of success for campaigns, per month, from 2009 -2017, are in the month of May. You can also see that the amount of Kickstarter campaigns from that month is also among the highest, with a grand total of 386 campaigns for the month of May. The success rate is higher than the failure rate throughout the year except in the month of December when the failure rate and success rate intercept; December is when the failure rate is higher than the success rate. Referring to the chart, live events usually occur at the beginning of the year and end in March.

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

There is data, for some of the columns, specifically Goal, and Pledged columns that negatively affect the percent funded data. Goals can range from extremely low (0-10) extremely high (100,000,000), same as the pledge. This skews the percent funded data.

For the state column in Kickstarter, the state column options are successful, failed, canceled, and live campaigns. The live option can be misleading since this option does not necessarily dictate the state of a campaign; whether it is successful or a failed/canceled campaign.

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

A table with a corresponding graph of the column Spotlight and the correlations it has with success, failure, live, and cancelation.

A pivot table that has category and subcategory of rows together, so one can see the sub-categories within a category.

The average donation per category, in a yearly or monthly based. An example is on the excel homework, under tab “question-3.”