1. Based on the data and the analysis, we can conclude several things about Kickstarter campaigns.
   * The US has by far the largest amount of Kickstarter campaigns than any other country.
   * Theater is the most popular Kickstarter campaign category.
   * Music is the most likely category to be successful, since it has the highest percentage of success compared to failures.
   * By far the most popular sub-category is Plays.
   * Starting a campaign during the months of May, June, and July will result in the best chance at successfully reaching the donation goal, which might be due to these months being summer months. Further analysis is required. November and December show a steep decline in number of successful campaigns, which might be due to people generally having less money to donate because of holidays. Further analysis is required.
   * Every year, the number of Kickstarter campaigns grows. This is probably due to Kickstarter becoming more and more popular as a website. More analysis is required.
2. Limitations:
   * There is not enough data from other countries. The US has over 3,000 of the 4,114 campaigns. Most of the conclusions we can draw will largely apply to only the US.
   * We are missing data from the full year of 2017, 2018, 2019. The dataset should be updated to include the most current years.
3. Creating a pivot table using Category as the first row, Country as the column, and Count of backers\_count as the values. This would show how many people supported each type of campaign, and further break it down by country. This would be useful in determining which Kickstarter campaigns are more likely to garner more support versus less support depending on what country you are in.

Here is an image of the table:



The highlighted cells represent the most popular (highest # of backers) Kickstarter campaigns for GB and US. Theater is by far the most popular category for both countries.

Another useful pivot table would be using Staff\_Pick as the row, state as column, and count of state as the values.

Here is an image of the table:



Looking at the table, it looks like only **47.8%** ((1699/3557)\*100) of campaigns that WERE NOT staff picks were successful, while **87.3%** ((486/557)) of campaigns that WERE staff picks were successful. Accounting for the difference in sample sizes, we could say that staff pick might be a good predictor of a successful or unsuccessful campaign.