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

According to the data, people open the most kickstarters in the theater category. The other categories are close in proximity in terms of kickstarter creation, but theater is close to double of the next largest category. Kickstarters in the Food category have the highest failed to success rate compared to the rest of the categories. However, technology has the most even distribution of success, failure, and cancellations.

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

One of the limitations of this dataset is that you don’t know what level of progress and effort has been put into the idea as well as its presentation. Typically kickstarters have incentive structures for various pledge levels and other details such as prototypes that entice people to pledge. Knowing those details could help determine if including this level of refinement would have any effect on the state of the kickstarter. Also with this dataset, we only know information about who donated. It would be interesting to see how many people didn’t donate but viewed the kickstarter to analyze the turn around rate.

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

One other table we could create would include looking at the success rate by country to determine which country has more or less people willing to pledge to a kickstarter. Another pivot table would look at the spotlight and a staff pick against the state of a kickstarter to see if that has an influence on the success rate. Lastly, we could include a table that has both the category and sub-category as rows to allow one to get more insight into individual categories without checking which sub-category is a part of what category.