Conclusion Report:

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

1. **Parent Categories Analytics**: Music got the highest chance of success. Theather attracts the most number of project with a considered high rate of sucess; while food and journalism got the lowest chance of success.
2. **Sub Categories Analytics**: Play attracts the most and outstanding number of projects opening, they also got a high rate of success. Rock , documentary, Music, Electronic Music and Hardware got 100% rate of success, while Video Game, Web, Food truck, Anamation are among the lowest rate of success.
3. **Time Analytics**: May seems to be the best time to start a project with the peak rate of success; follow by Febuary. While June, July and Oct have the highest rate of failure and July, November got the peak rate of canceled.

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

-We lacks of important information like the people and team that created the project, their social influence, fame or network will be significant.

-No data about the quality , advertising or presentation of projects. It can provide vital insight of how the projects should market itself to audience.

-Investors can contact project founders directly without the platform.

-Why Kick Starters founded in 2009, the data set mostly from recent years.

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

-We should create pivot table based on regional data, where the project is founded.

-We can also create table based on important factors like staff pick or spotlight to analyze the influence of those factors. Average donation and project lifetime will tell much about the target audience and project presentation quality.

-There also should be a pivot table to study which key factors lead to the highest funded project . For example: listed out the top 10-20 most funded projects and find out are there any common factors they share. We can do the same for the failed or canceled projects.