**KickStarter Analysis**

**Q1: What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. From the pivot chart 1 we can make the conclusion that Kickstarters in music, theatre, film and video have the highest success rates while food, games and publishing have the lowest success rates.
2. From the pivot chart 2 we can find which subcategories are the most successful. Some categories like Rock, Documentary and etc have nearly 100% success rate. But since the size of the dataset for category varies a lot. The conclusions will be biased for those categories with very small sample data.
3. From the pivot chart 3 we can find the accelerated trend of success before May and successful events start to decrease after that and the gap between successful and unsuccessful narrows down and the failed events count surpasses successful events at the end of the year.

**Q2: What are some of the limitations of this dataset?**

* There dataset is not large enough for all some subcategories, thus some results are biased given the small sample size.
* The analysis is based on the a wide range of industry rather than focusing the analysis on some small groups (compare different subcategories inside small groups), since a lot of other factors (like market movement and etc) will impact these industries differently.

**Q3: What are some other possible tables/graphs that we could create?**

* Look at the results across different areas or districts;
* Look at the trends and compare against market movements.