Based on the data provided, I came to the conclusion that all of the parent categories experienced some degree of success with their campaigns except journalism. The top three parent categories with the most successful projects came from the theater (839), music (540) and film & video (300).

Again, I came to a similar conclusion that all of the parent categories experienced some degree of failure with their campaigns except journalism. The three parent categories with the most failed projects came from theater (493), film & video (180) and both food and games (140).

Interestingly, I noticed that (after viewing Pivot\_Table\_Chart2) the sub-category plays had the most successful kickstarter campaigns (694), as well as the most failed campaigns (353). (This makes intuitive sense because subcategory plays had the most campaigns (1066), with subcategory rock (260) coming in second).

One limitation of the dataset is that all 24 kickstarter campaigns in journalism were all canceled. We may need to dig into that deeper. Another limitation of the dataset is live outcome. With time, many of these may be added to “failed” or “successful” outcomes.

We could have created a table/graph displaying outcome by currency (not just country). We could have also created a table/graph displaying goal and/or amount pledged vs. amount of time campaign was live. We could also look at table/graph of just successful outcomes and other factors such as goal/pledged, backers count and average donation to see if we can observe any sort of correlation.