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

* Projects within categories of theater, Music, Film &video had the highest successful rate consecutively. These projects were most popular among backers.
* Projects within category of Technology had the highest cancellation rate.
* Projects within the category of theater had the most successful, failure and live rate among other Categories. This shows the high risk launching a project in theater category. It looks like launching a project in Music and Film & Video has lower risk of failure.
* Plays subcategory has the highest success rate, then Rock music, and then documentary
* Projects that launched at the beginning of the calendar year (from Jan to May) were more successful than the projects started after Jun.
* The lower the initial goal, the less rate of failure and cancellation and the high rate of success. As the initial goal increased, the rate of success went down and rate of failure increased. If the new projects keep their initial goal less than 19999, the chance of their success would increase.

1. What are some of the limitations of this dataset?

* 73% of the projects that selected for the analysis were from US country.
* Category and subcategory are the only two factors for the evaluation of success. The way these projects were advertised or marketed in unknown. Other factors that made backers donate to these successful projects in unknown.
* We do not have no information about backers. The nationality, gender and the age range of backers in unknown.

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

* Number of projects within each category per goal range. Theater projects started with less initial goal helped them have more success rate.
* Backer’s count per category and subcategory
* We could use Pie chart for visualizing the state count per category