**Report**

1. Three conclusions that we can make of the about the Kickstarter campaign given the provided data are as follows:
2. Based on the parent category the success rate of projects is maximum in music (77%) followed by theater (60%) and then by film and video (58%) which is greater than the average success rate of all projects (40%). Journalism, Food and Publishing performed the worst with success rates of 0%, 17% and 34% respectively. Journalism was the worst performer among all campaigns. Projects on Journalism category are less in number and are mostly cancelled.
3. As per the sub-parent category the success rate of projects is maximum in Indie rock (87.5%) followed by space exploration (67%), plays (65%) and photobooks (64%) which is greater than the average success rate of all projects (53%) per sub category when filtered based on country and parent category. Journalism, many projects like animations, artbooks, audio, Children’s books, drama, faith, fiction, foodtrucks, gadgets, jazz, mobile-games, nature, people, places, restaurants, science-fiction, translations, video-games, web and world-music have 0% success rate. Also, the maximum number of projects per sub-category was in plays (1066) of total (4114) number of projects in kickstarters.
4. Maximum number of successful projects were launced in the month of May and April (60%) respectively. The projects launched in the month of December, September and January performed the worst with success rates of 44%, 49% and 50% respectively per parent category and year.
5. I found there are some limitations in the dataset which are mentioned below:

* The campaign launch and deadline are in Unix timestamps but when we are using the formula to change the time to Excel’s date format we are using the same GMT offset value for all the countries.
* The data is based on currency values of different countries which need to be converted into a common currency before they can be related.
* Some projects have very less targeted goal, so we cannot relate the data of the average backers count of different projects without imposing conditions.

1. Other possible table/graphs that we can create are;

* Graph of percent funded per category or sub-category of the projects.
* Graph of goal targeted per category or sub-category of the projects.
* Graph of average backers donation per sub-category of the projects with specific filters on goal value of different projects.
* Graph of success percentage per countries.
* Graph of success versus completion time per category of project.