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

a. Considering the category, music category has the highest percentage of successfully found projects and food category has the lowest percentage. Meanwhile, the theater category has the largest amounts of successfully found projects and food category has the smallest amounts. Journalism has smallest amount of project and all are canceled, theater however, has largest amounts of projects.

b. Considering the sub-category, classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games and television have an 100% successfully found projects. And the category music has the largest amount of sub-category which has 100% successfully found projects. Sub-category, plays, has largest amount of projects and successfully found projects.

c. Considering the time score, the amounts of total projects and successfully found projects are largest in 2016 and smallest in 2009. The highest percentage of successfully found projects is 2011 and the lowest is 2015. The amounts of projects in different months don’t have a huge difference, especially canceled project. The total times of each projects are between 1days to 90 days and the mean is 33.41.

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

First limitation is that the category is not accurate. For example, Big in Beijing. A reality tv show about eccentric Beijing can be categorized at television and also can be categorized as plays. Also, to analysis the state of founding, the categorization should be determined by contents inside of media.

Second limitation is that the state is a little confused. Most of canceled projects is because the pledged amount is far away from goal, so they canceled the projects. The conclusion and underneath reasons causing the results are pretty similar between canceled and failed projects.

Last limitation is that the data have some biased. Most (42%) of projects have the goals from 1000 to 5000. And 32% of projects are in theater category and 26% of projects are in plays category. These stackings of data are influenced the conclusion.

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

a. Total time of projects. It can get more results about the relationship between state and total times.

b. pledged amount per day(time). It can uncover the efficiency of founded money for different category.

c. Average donation. It can uncover the backers’ interest.

d. if pledged amount is greater than certain amount(like 100 dollar) in canceled project, it should be assumed as failed (the reason is posted in second limitation) and make all the tables and graphs posted in the assignments.