Report on the Kickstarter Campaign

1. **What are the three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. I noticed in my First Pivot table/ Line graph that the Sub Category category (e.g. Theater, Music and Film/Video) also in the Parent Category (e.g. play, hardware, restaurant and indie rock) experienced a high influence on the success rates of projects. However, the project size plays a role for the success, failed and canceled categories respectively. Also, there are so many failed project due to the fact the successful projects generated more money.
   2. Also noticed that the amount pledged per backer is relatively independent on the goal of projects. I.e., the larger the goal of a project, the smaller the relative amount pledged by each backer. This may explain why larger projects fail more often.
   3. The second model again is that looking at the Bonus table and the Line graph we created, I noticed the rate of percentage successful drops drastically from 70% to about 25% which increases the percentage of Failed project which is due to an inverse proportionality between project goal and relative amount pledged per backer. Basically, this means that the absolute amount that is pledged per backer is a relatively fixed quantity. Bigger projects need to find more backers.
2. **What are some of the limitations of this dataset?**
   1. One of the limitations of this dataset is that, we couldn’t recall all the fact for the projects. Out of the over 300,000 projects that was launched on the Kickstarter, only one third made it through the funding process.
   2. Another limitation of this model is, that the success rate percentage dropped over time while project goals became bigger due to less few backers they had.
3. **What are some other possible tables/graphs that we could create?**

The other possible tables/graphs we could create aside from Pivot table / Line graphs are

* 1. Pie Chart
  2. Scattered Plot graph
  3. Surface graph
  4. Statistical Chart graph etc.