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

* US backers are more active and more engaged in this website. Furthermore, the US projects and plans are most likely easier to attract investment from US. Backers’
* Backers tend to prefer pop music, compared to jazz music, most of the jazz music plan ended in failure. In the past two years, people's support for electronic music is showing an upward trend.
* Backers investment in technology projects has increased year by year, such as investment in technology hardware.
* Food truck projects did not attract a large number of investors. On the contrary, most of the food truck plans failed.

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

* There is a lack of data analysis on the backers, such as their age, gender, income and education level etc.
* Lack of analysis of backers' consumption frequency, for example, how many backers are one-time investor, how many backers have multiple investment activities.
* There is no follow up data of the return on investment for each backer. For example, how much money does each backer have earned/got from the project they participate.

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

* A chart that shows successful project only, in order to visualize which category, attract more backers than other categories.
* A chart that shows failed project only, in order to present which category got less interest by backers.
* A chart that shows projects that acquired /got donation more than $ 100 on average per person.