

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

According to Category Pivot Table and Chart, we can easily find out theater and music are the two most successful categories in Kickstarter campaigns. From the Sub-category Pivot Table and Chart, we can recognize plays and rock are the most successful topics under the theater and music categories.

In addition, Kickstarter campaigns started on May seems to be the most successful. There are more Kickstarter campaigns would be canceled on July.

Finally, according to Outcomes Based on Goal Line Chart, higher goal doesn't lead to higher success.

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

One limitation of this dataset is population. We don't know how many total people are involved from each country. Maybe some small counties have less population, but more people are involved to pledge.

Another limitation is the different exchange rate of currency. Because of different exchange rate, a large amount of pledges doesn't necessarily mean more money.

We don't have time column. Maybe science fiction shows start in the morning, so less people are able to watch. That is why it failed.

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

We can create exchange rate column. It will exchange the amount of goal from different currencies to be the same. That will help us judge the amount of pledges.

We can also make a bar chart to compare different categories in the same month. It can help us understand which month what types of Kickstarter campaigns are more popular and successful.