KICKSTARTER Report

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

* As per the “Pivot by Category” table, it seems to be theatre is the most successful campaign.
* When it is analysed more based on sub-category, Sub-category “Plays” tends to be the most favourite Sub-category.
* Sametime project theatre has the most failed rate compared to the other projects and the highest successful and Failed rate appears in the month of May according to the "Date created conversion" field in “Pivot by Date Created” pivot table.

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

* Data in each raw represents the whole country and it doesn’t breakdown based on states or suburbs.
* This dataset is only for the period of 2009 to 2017 and it comes conclusion of successful rate based on average rate through out these 8 years results.

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

* Can a create Pivot table based on “Date Ended Conversion”
* We can create another pivot to see which countries tend to have high successful rates on each project.
* Also, can be another pivot to see which category has been picked mostly by staff.
* Again, another table to see backers count based on category and sub-category.