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

We can make following conclusions about Kickstarter campaigns based on provided data:

1. The projects under food category are not doing very well, while music projects have higher success than failure. The theatre projects are achieving more than 60% success.
2. The projects under the sub-category animation, drama, food trucks and wearables achieved mostly failure.
3. From the pivot chart of the number of successful and failed projects at Kickstarter launched each month over time, we can draw a conclusion that there is a seasonal fluctuation in the number of the successful project. Each November-December number of successful projects goes down and rise again in next spring.

There is a relationship between project goal and successful projects, the smaller project goal (<5000), higher success rates (71% to 66%). Larger projects goal (>50,000) settle at success rates around 19%. Thus, success and goals to some extent are inversely related.

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

The first key limitation of this dataset is that the test data sample is very small (which is about 1.3% of entire database). Over 300,000 projects launched we are analyzing only sample of around 4000 projects. Hence it would not result in reliable results to decide.

Secondly, most of the project over one-third are from theatre category, this indicates biased sample as other categories are less likely to be included than theatre category which could hinder to make generalized conclusion about the Kickstarter project’s success.

Thirdly, this dataset is incomplete, and it does not have experience level of the campaign’s creators, there might be correlations between the experience level of the creators and the outcome of the project.

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

We should add chart for the comparison of the “backers count” and the outcomes as there could be the possibility that unsuccessful and larger projects may have fewer backers as compare to successful projects.