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

The tree main conclusions are as follow:

* + the pivot table and pivot line chart show that 37% of the project fails versus 49% that are successful. Only 8% is cancelled;
  + they is a stark difference between success and fail. Theater, music, film, and video are more successful. Food, games, and publishing have more failing outcomes;
  + the pivot table shows that past mid-July most projects failed or are cancelled. Also, at this time most successful trend decrease.

1. **What are some limitations of this dataset?**
   * the dataset did not provide the causes of the outcomes or the variety of the crowdsourcing company;
   * database not too large for all category and subcategory
   * small sample not statistically relevant at some point
2. **What are some other possible tables and/or graphs that we could create?**
   * Pivot table showing the duration of conversion using the date created in column and date ended conversion in row with sum of values as count of project outcome, filtered by category and year;
   * Pivot table showing the sum of percentage funded in values field, column of years, row of category and subcategory, and filter based on outcome to show the sum of percent funded by category and subcategory per year (see Excel file).