The three conclusions we can draw from the Kickstarter campaigns are:

1. Currently, both the music and theater campaigns are outperforming the rest of the other campaigns. Music only had a 22 percent failure, which was insignificant when compared to other campaigns. After analyzing the data, I found the 22 percent failure in the music campaign came from both the faith and jazz sub-categories which each had a 100 percent failure rate. Theater was the biggest campaign and most of the success came from the plays sub-category with a 49 percent success rate. However, looking in depth into the plays sub-category, I found that in December, the plays sub-category had a 0 percent success rate.
2. At first glance, the food campaign category seemed to be a complete failure, but after careful examination, I found that there was more to uncover. Although both the food trucks and restaurant sub-category campaigns had a 0 percent success rate, the small batch sub-category campaign had an extraordinary 100 percent success rate. This indicates that there should be more focus on the small batch sub-category and the food truck and restaurant subcategories should be discarded.
3. Lastly, I noticed a pattern regarding our campaign rates: as each campaign’s goal increased, their success decreased.

A couple of limitations of these datasets were as follows:

1. We do not know which specific campaigns and sub-categories follow the trend of decreased success due to increased campaign goals.
2. In addition, the dataset does not allow us to compare the dates with the pre-categories in order to come up a concrete solution.

In order to overcome these limitations, I propose the following tables:

1. A table that classifies campaigns and sub-categories and how they change in comparison to their respective goal.
2. In addition, a table that contains both sub-categories and their dates. This would aid in creating a 2D-column to find any correlation.