* Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
  + As the overall success of these kick starters went down, the failure rate increased.
    - Holliday season might have resulted in the failed superseding the successful categories.
  + First quarter of the year yielded majority of live and successful kick starters.
    - Q1 Live/Successful = 57% of Q1
    - Q1 Failed/Cancelled = 42% of Q1
  + Journalism had no successful campaigns, all cancelled.
    - Food was second in unsuccessfulness with 80% of their campaigns failing or canceling compared to their total.
* What are some limitations of this dataset?
  + We are limited to one year of data with the way the pivots were requested.
  + There is no separation in region to get a better understanding of what country was more successful in campaigns etc.
  + There is plenty of data available to derive more information, one thing missing would be the market where the campaigns were launched, or platforms used to advertise.
  + Unable to calculate profit or loss based on the ambiguity of the goal vs pledge amounts.
* What are some other possible tables and/or graphs that we could create?
  + We can create a table and/or graph that would compare the years and see if there is relation to months and successes.
  + We can create a table and/or graph that would compare the failure and success rates of countries.