**Kickstarter Campaigns Analysis**

We can tell from the data that there are only a few currently live campaigns, and finished campaigns were mostly successful and rarely cancelled. Campaigns under the category “theater” and subcategory “plays” were run the most, thus it makes sense that they contribute the greatest amount to both successful and failed campaigns compared to other categories and subcategories. The most successful month of running campaigns is May and the most unsuccessful month is October.

It is important to consider some limitations of dataset while conducting the analysis because a sampling of data might not represent a generalized whole. In this case the limitations could be countries where campaigns were held, total number of campaigns in each country, and types of campaigns held in each country that contribute to the dataset. Since every country has its unique aspects (culture, economy, geography, etc.), we need to have a well-distributed dataset that does not favor or over represent any country or any type of campaign to make sure we derive accurate trends.

Along with the tables and graphs we have created so far, we can also derive more tables which analyze the dataset from other aspects. For example, breaking down the status of campaigns per category and/or sub-category first, and then filtering by “staff\_pick” and/or “spotlight”. Creating stacked column pivot charts based off this data would allow us to see how the decisions made by staff could affect campaign results, or see if campaigns being noticed or not could have impact on outcomes respectively.