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

* Campaigns with low fundraising goal (less than $10,000) have better chance to be successful on Kickstarter.
* Music, Theater and Film & Video categories hold the highest successful rate among others (Music at 77% successful rate, Theater at 60%, and Film & Video at 58%). Also, more than 80% of the campaigns within these 3 categories are projects with fundraising goal less than $10,000.
* Technology category has the highest number of backers, and people are willing to donate more for technology campaigns than others.

1. What are some limitations of this dataset?

* Unclear result for Cancelled campaigns. “Cancel” doesn’t necessarily mean “fail”, the projects might be very promising and therefore funded through other channels. Some conclusion might need to be reviewed with clear explanation of “cancel”.
* Uneven number of campaigns within each goal range. For some high goal buckets, there are only 1 or 2 campaigns, which makes the successful rate calculated based on this small pool of campaigns very vulnerable. The conclusion can be more solid if the data could include at least certain number of campaigns within each goal buckets.
* Unknow status of backers. The backers need to be unrelated to the campaign owners to make this analysis and conclusions drawn from the analysis legitimate, especially because this data set include a significant amount of small goal campaigns, which only require couple backers to make them successful.

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

* Average backers\_count per category/sub-category, and per states or layered with states.
* Average Donation per category/sub-category, and per states or layered with states.
* Layer Goal into all the pivots we have created to see how goal setting impact successful rate.