**REPORT**

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

* Conclusion one: among all parent categories, theater has the most number of campaigns, while journalism has the least number of campaigns. In addition, all the projects under journalism were canceled for some reason.
* Conclusion two: among all sub-categories, plays has the most number of campaigns. That makes its parent category theater has more campaigns than the other parent categories. However, the other sub-categories of theater do not have absolute high number of campaigns compared to other sub-categories.
* Conclusion three: from January to December, the trend of successful campaigns number is going down while the canceled and failed campaigns numbers did not change much.

**What are some limitations of this dataset?**

* The definition between canceled and failed is a little vague since a project could be canceled due to there is not enough backers. In that case, there would be more failed project in that category (i.e. Technology)
* The data set is based on the data from year 2009 to 2017. The charts would be more convincing if they included more years of data.
* The data set is from Kickstarter only. Other crowdfunding service might show different trend.
* Sub-category - Plays which is under Theater has way more projects than other sub-categories, this will affect the accuracy of result.
* When comparing the average donation, the exchange rate between currencies should be considered.

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

To better analyze the data set, we can also create below the tables/charts:

* A table reflects the percentage of successful projects in each category.
* A line chart reflects percentage of successful projects in each category over years.
* 2D pie charts reflects the percentage of sub-category projects in parent categories.