1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Firstly, Kickstarter should focus on the investing more money on projects which falls under categories such as film, music/rock and theater/plays because these three categories has a higher percentage of successful projects based on the definition of having final revenue more than the initial goal. Secondly, under category film, Kickstarter should invest money on subcategories such as animation and documentary. Under category theater, play is a better option, Under music category, Kickstarter should invest more money on Rock and indie rock. Lastly, Kickstarter has made overall correct decision so far since total number of successful investment is more than failed investment

1. What are some of the limitations of this dataset?

Sample size is relatively small for different categories, The total sample size is not small, however, some categories has a smaller sample size compared to other categories and it is difficult to determine relative ratio of successful projects to failed/live/cancel projects.

1. What are some other possible tables/graphs that we could create?
2. Pivot table summarizing the count of states, filtered by categories, using categories on the rows. The investment should also consider the different performances of each country.
3. Same pivot table created before, but employing the averaging of percent funded as the column values, counting the number of success might not be informative regarding the return on investment. Continuous variables provide more information in general.