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

The three conclusions that we can make about Kickstarter campaigns are as follows:

1. Parent category comparison: As we can see that among all these campaigns it is easy to picture successful parent category within the same campaigns and between two or many different campaigns. For example, let us take a campaign theater, we can compare between sub categories which is readable. Below is the chart:
2. Sub category comparison: When we look at the pivot chart for subcategory, a viewer can easily find out which of the campaigns are successful, failed and canceled. Not only that they can make comparison between different categories.
3. Month to month comparison of the campaigns: It can be easily determined how many campaigns were successful, canceled and failed throughout the year. It helps to see Trends of all the campaigns per month.
4. What are some of the limitations of this dataset?

There are few limitations of this dataset which are as listed:

a. It was not able to determine the average donation where backers count was zero.

b. Even though social media may seem like a very open space, social networks themselves limit the amount and specificity of data that you can collect to protect the privacy of its users.  Fans themselves also expect a certain level of privacy.

c. **Data is fragmented by platform and viewer’s choice where all different campaigns were organized.**

d. Data needs to be analyzed to zero-in on the right audience in order to make marketing campaigns more targeted.  These leads can then be converted into purchases in the long run.

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

The other possible tables / graphs that can be used are mentioned below:

a. Bar Graphs

b. Pie chart and doughnut chart

c. Treemap