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

Conclusion 1: Pivot table 1 - Across all countries, category “Theatre” has the biggest number of successful cases, followed by “Music” and then “Film & Video”. All projects in category “Journalism” were canceled, not even one successful case. This is a category that is unlikely to be successful. However, this chart might be misleading to draw the conclusion that projects in category “Theatre” will most likely succeed, followed by “Music” and then “Film & Video”. I think percentage of successful/failed/canceled is more accurate to reflect the relationship between category and state. Please see the chart in Question 3 below.

Conclusion 2: Pivot table 2 - Under each category, different sub-categories have different numbers of success cases. Once a category is chosen, people who plan the fund raising should study sub-categories under this category carefully to determine which sub-category to choose. For example, if “Film & Video” is chosen, “Document”, “Short” and “Television” projects are likely to succeed; “Animation” and “Drama” are likely to fail.

Conclusion 3: Across all countries and all years, projects created in May are the most successful and projects created in December are the least successful. It could mean that people are unlikely to sponsor a project during the holiday month when they need their money somewhere else. The number of canceled projects is relatively even across the months.

Conclusion (bonus question): (Note: the currencies were converted to USD in the table.) The projects with smaller goals are more likely to succeed.

**2. What are some of the limitations of this dataset?**

1) This is not a complete dataset of all the projects since Kickstarter founded in 2009. How was this dataset collected? What was the source? Were there any errors in the process of data collection? Are the sources of this dataset typical enough to represent the complete dataset? These questions affect the analysis result.

2) Whether a project will succeed heavily depends on how the project proposal is presented online. However, this is a human factor, can’t be quantified.

3) How the data was processed is not very clear. For example, we have some 0s in the “pledged” column. Does 0 mean no money was pledged at all? Or data was lost? Or not reported?

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

1). A bar chart shows backers geographic locations, which indicates that projects created in the United States will likely to have more backers.

2). A bar chart to analyze the relationship between Spotlight and State. Interesting enough, this chart shows that all projects on Spotlight were successful, all that were not on spotlight failed or got canceled. Does this mean all the live ones in this dataset will likely fail, because they are not on the spotlight?

3). Bar chart shows the relationship between category and state. It shows that “Music” has the highest successful rate, followed by “Film & Video” and then “Theater”.

4. Bar graph shows the relationship between subcategory and state. It shows that some sub-categories have 100% successful rate and some have 100% failed rate.