* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. From the campaigns outcome by category, despite film & video, music and theater are the top 3 successful type campaigns, they also are the top 3 category with failed. If look into outcome by geographic, US, GB and AU are the three country has the most successful chance overall other 4 country, while CA, DK and IT has the highest failed percentage.
2. From the Crowdfunding goal analysis – Goal amount between $15k-$25k, $30 - $35 has the most successful percentage. Funding Goal too small (<$5k) or too high (> $50k) has the most failed and cancel percentage.
3. Campaigns outcome by backers’ number can be varies and less irrelevant, 16 people can drive a successful campaign while backers’ number around 900 thousand still failed.

* What are some limitations of this dataset?

1. limitation by the range of the data set - Months of Jun and Jul has the highest successful campaigns, it may due to weather, holidays, or during Summary break from school, further data sets, like age of backer, revenue of backer, weather of the day, ect would helpful.
2. limitation by visualization – adding additional conditional format, chat and pivot table to help better data analysis.

* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* Adding a pivot table and chart for outcome by country
* Adding conditional format on select cells for better in finding results.