**Report**

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

. We can conclude that theatre has the highest number of successful campaigns compared to other categories

. The month of July has the highest number of successful campaigns.

. Even though Theatre has the highest number of unsuccessful campaigns in terms of quantity, Music has the highest percentage or probability of being unsuccessful.

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

Since Kickstarter is a relatively new concept (2009), it would have been helpful to have data showing how specific categories did over a specific time period. This could have given us more information about potential external factors such as customer preference or popularity in Kickstarter over time.

Another major limitation of this dataset is that it doesn’t given any indications on what these donors donating for these kick starter campaigns expect to receive in exchange for their donation. Would it be a product protype? Would it be some shares in the business? Would it be tickets for production when it comes to theatre or music? This would perhaps have an impact on why an individual would want to donate for a kick start campaign.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

Having displays which show average timeline it takes a category to successfully or unsuccessfully implement a Kick starter campaign. Perhaps this would give us an idea of how long it takes different categories of businesses to be successful. Maybe having more time to achieve funding could result in higher chances of success.

Having graphs and tables that break down categories into sub categories would be helpful because some categories are too broad in itself. Breaking down categories into subcategories would be useful because each subcategory within a category would have different donation requirements, different kick starter timelines, different short term and long term financial goals and might take place during different times ( Season or time of year). Breaking up into subcategories would help us better understand the date in that sense..