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* Create a report in Microsoft Word and answer the following questions.

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*

According to the charts we notice that:

* + Most of the campaigns’ investment are in categories for theater, music, technology, and film & video.

The most successful campaigns’ categories are theater, music, film & videos.

* + Within these 3 categories we notice that the sub-categories that are the most successful are plays, rock and documentaries. On other hand some sub-categories that overall failed based on their total investment are videos games, food trucks and wearables.
  + Even if some campaigns show some success, proportionally and based on the total for each category, the success does not represent the majority.

For instance, Technology shows that 209 are successful out of 600 which represents 34.83% of success.

* + Starting a campaign before the beginning of the end of the year’s holidays might not be the best option. Summer might be a better season for campaigns.

1. *What are some limitations of this dataset?*
   * We have not enough data if we are only looking at categories. We should look into sub-categories and the timeline.
   * This dataset does not take into consideration the demographics aspect of the study.

For instance, the data could be evaluated based on a specific area of interest and how the sub-components are behaving upon demographics factors.

* + Limitations are constraints in the budget and the timeline.
  + Some of the limitations are also found in the countries’ cultural preferences.

1. *What are some other possible tables and/or graphs that we could create?*
   * Some other possible tables and graphs could be created based on the duration of each campaigns and the cost invested in them to reflect the differences in the data.
   * We could create a study that will analyze the count how many campaigns were successful, failed, canceled, or are currently live per demographic data (age, race, sex)

Bonus

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + The data is better summarized by the Median because it is not as much affected by the outliers then the mean.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + It seems that there is more variability within the successful campaigns.