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?**  
  
- Theater, Film, and Music have more successes than failures.

- Food and Games have more failures than successes.

- Journalism is not a popular category to start a Kickstarter

- Theater is the most popular category to start a Kickstarter, and Plays are the most popular Sub-Category

- Sub-Categories Rock, Hardware, and Documentary have 100% success rates

**2. What are some limitations of this dataset?**  
  
I assume that ‘limitations’ means that information I’m looking for is missing from the dataset?

* No reasons given for Status = Canceled campaigns. Some of the canceled campaigns were 100%+ funded. We don’t know why the campaign was cancelled - was it fraud, or funded outside of kickstarter, etc?
* I’d also like to know the pledging trajectory. As in, on what days of the campaign are the number of people pledging or the dollar pledged per day of campaign. For example, theater outperforms all categories, and that might be because they already have an email of supporters, that they leverage for the campaign. We’d assume that if a kickstarter was highly pledged in the first week and again in the last week, they already had a database of supporters and these spikes are being caused by the company rallying their supporters.
* Most of the data was from US campaigns. This might just be the makeup of Kickstarter but if I was determining if I should run a Kickstarter for a company outside the US I’d like to see more data on that.

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

* If I’m a VC, I’m curious what categories are trending up based on historical data (line chart).
* I’d like to see a pie chart of success rate by category
* Does being a Staff Pick result in a spike of pledges? (line chart)
* I’m not 100% sure how to visualize this, but I’d like to see if there is a correlation between length-of-campaign and Status or Percent\_Funded. Basically, is there an optimal number of days to run a campaign. Does this change by category?