**Report for KickStarter Analysis**

Given the provided data from StarterBook-Excel Challenge Homework tab4 and 4a, the three conclusions we can draw about Kickstarter campaigns:

1. Between May 2009 to March 2017, Q2 (April to June) had the highest number (1,092 or ~27%) of campaigns launched among other quarters. Q4 usually had the lowest number of campaigns launched (938, ~ 23%).
2. Majority (over 50%) or 53.8% of the launched campaigns, were successful between May 2009 to March 2017. Among these 53.8% successfully launched campaigns, 38.4% were associated with the Theater campaigns.
3. The month of May has the highest number of successful campaigns comparing to other months of the year, consists of approximately 11%. However, the month of December has the least successful campaigns launched 5.2%. (Note- for this analysis, we exclude the year of 2009 and 2017 data as these two years do not have the complete full calendar year data.)

Limitations of the dataset

Without applying the percentage calculation, it is a challenge to perform any comparison, such as campaign state, category, or any behavior within the dataset. Therefore, I created tab 4a indicates the relationship using percentage calculation.

The dataset does not provide insights on what range of funding goals have the most successful or least successful campaigns. Also, the data does not provide insights explaining why the campaigns launched in certain period (months) would behave differently. Lastly, the dataset does not provide explanation or reasons why certain categories, such as Theater and Music categories, were more successful than the other categories.

Other possible tables or graphs:

1. Use scatter plot graph to show the number of successful campaigns by different tier level of goals. See tab 4b for example.
2. Group the average donation into different tier. Count the number of campaigns per state (successful, failed, and canceled) under each different tier. Use line chart to graph the relationship between average donation and states.