# 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?
2. Highest number of successful campaigns was started in may, closely followed by june campaigns - so there is our window of opportunity - campaigns started in may-june have a better chance of being successful. On the opposite side of a spectrum - we got september and december - 2 worst performing months with lowest chances of reaching a goal.
3. By far the biggest number of campaigns was created and succeeded in the category Theatre/Plays. This category does have a decent rate of success, but we should be ready for strong competition, if we decide to go with this one.
4. Music category has the highest proportional rate of success, reason unknown until further research.
5. What are some limitations of this dataset?

Mainly, the limitation of this dataset - is that it does not provide any information on other parameters that define a successful campaign. For example how much work was put into explaining the idea to the potential backers, the value of the incentives that was promised to the backers, how much effort went into promotion of the campaign outside of kickstarter (how many backlinks the campaign page has or inbound external links)

1. What are some other possible tables and/or graphs that we could create?
2. Length of the campaign. Date ended - Date created table and a graph sorted by the runtime showing the success rate - coula show us an optimal time to run the campaign without dragging it out and hitting diminishing returns, if any…
3. Graph that shows success rate based on the goal amount - to see what numbers people fill more comfortable backing…
4. Combined by country total $ sum of contributions - to help focus the promotional efforts for highest output...