* Create a report in Microsoft Word, and answer the following questions:
  1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. By and large the time of year wasn’t a tremendous factor in the outcome of a campaign. The results for each category were very similar for each month.
2. Over half of the campaigns were successful, which is very good given that (according to Zippia.com) only around 22% of crowdfunding campaigns are successful. Also, each of the categories had a very similar failure/success rate. This leads one to believe that the fundraising experience of project members across all categories was high and relatively equal.
3. Most successful campaigns had goals under $10,000 and many more backers than the brackets over $10,000, so most doners were small, probably grassroots efforts.
   1. What are some limitations of this dataset?
4. We don’t know what the human capital looked like for each campaign. For example, how many people were involved and what their experience looked like. With that information we’d be able to better advise future campaigns.
5. We don’t know what type of crowdfunding campaigns these were. Were they donation based, equity, loan agreements, or reward based? This might give us more insight into why the campaign was or wasn’t successful.
6. We don’t know how the backers were attained? What the referral sources are.
7. We don’t know how many people were contacted to calculate a conversion rate.
   1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

A histogram or box plot would visually show the skewness or distribution. Maybe a bar chart that shows the average donation amount for each category.