**Starterbook Report**

1. From the data, we can conclude the most used strategy for campaign advertisement was through theaters. This has a high success rate but also a high fail rate. With 1300 entries it is safe to assume that a high amount of theater advertisements would lead to higher numbers in all categories. We can also conclude that no campaign had any success through journalism. All 24 entries were canceled. A third conclusion to consider is that there were no campaign cancelations through game or photography ads. However, these categories have almost 1.5x the rate of failure than success, which are not good odds to take if you are a campaign backer.
2. One big limitation of this dataset is the fact that the length of the campaigns are different (launch date to deadline). It would make sense to assume that campaigns with longer fundraising periods would be more likely to succeed, but there isn’t a way to confirm that from this data.
3. A graph I’d like to see from this data is a pie chart of each category to be able to easily tell which categories have the higher percentages of success/failure etc. I also think it’d be interesting to see the odds of succeeding or failing based on each campaign’s time frame.