\* Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. Campaigns with goals under $9999 are most common
   2. The top 3 most common campaign parent categories are Theater, Film & Video, and Music
   3. The least common campaign parent category Is Journalism
2. What are some limitations of this dataset?
   1. We are not aware of how the parent and sub categories have been assigned, and are therefore unable to assess if they are accurate tags for the various campaigns
   2. We are not able to see how often or what techniques were used to spread the word about campaigns, making it difficult to assess the causality behind a campaigns success
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. I would want to count how many campaign “name”s have “Inc”, “Ltd”, “LLC”, “Group”or “PLC”, to categorize them as Companies. Then evaluate success rates for the “Companies” v “non-Companies” to see if this has an effect.
   2. I would also want to evaluate success rates based on country to see if some countries are more likely to success than others.
   3. And finally, I would want to see success rates based on the “spotlight” to see if this helps campaigns be more successful.