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

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. By far, kick-starter campaigns having to do with Theater were the most successful.

2. Of these Theater campaigns, plays were the most successful.

3. Overall there were more successful campaigns started in the second quarter of the year than any other part of the year.

1. What are some of the limitations of this dataset?

It has very little information about the creators of the campaign and the campaign’s content. There could be some very useful information that helps determine why campaigns were successful from their content, such as whether or not the campaign had a video presentation or not and what other kinds of advertising they did. Also, if one person/group had many successful campaigns you could look more specifically those campaigns to try to find out why they were successful. There is also no information about whether the startups were successful or even completed their proposal.

1. What are some other possible tables/graphs that we could create?

You could make a chart that shows the average donation per backer and number of backer for successful campaigns vs unsuccessful campaigns. This chart could also have a conversion into one single currency for a better comparison of values. You could have charts comparing status of Staff Picks and Spotlight to the success of the campaign. You could have charts that show the average length of campaign for successful campaigns vs unsuccessful.