**Starter-Book Report**

1) Conclusions based on the data:

a. Based on category, music had the highest proportion of successful campaigns followed by theater, and film & video. In journalism, all campaigns were canceled. The categories with the highest proportion of failed campaigns were food, games, and publishing.

b. Based on sub-categories, all campaigns in classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts, tabletop games, and television were successful. However, all campaigns for artbooks, audio, science fiction, and world music were canceled. Additionally, all campaigns for animation, children’s books, drama, fiction, gadgets, jazz, mobile games, nature, people, places, restaurants, and video games failed.

c. The percentage of successful campaigns declines as the amount of goal increased.

2) Limitations of the dataset

a. The data covers only nine broad categories.

b. It does not reveal why a higher number of campaigns were launched during 2014-2016 compared to other years.

3) Other possible tables/graphs

a. Plot number of campaigns against years to show trend (for example, the highest number of campaigns were launched in 2015, followed by 2014 and 2016).

b. Plot duration of campaign versus outcome.

c. Count of outcome based on country.