* 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. The “theater” category has the most campaigns;
   2. Within all sub-categories, “plays” account for the most successful campaigns
   3. The month of May accounts for the most successful month to launch a new campaign
2. **What are some of the limitations of this dataset?**

The insight provided with the data, the “blurb” column, is too wordy and without real meaning. For instance, one “blurb” in the theater/plays category reads *“A Festival Backed Production of a Full-Length Play.”* More meaningful data would include maybe the genre of play or location, or some other data to help quantify the play.

Additionally, some columns are meaningless at face value, such as the “Spotlight” and “Staff Pick” data. Without knowing what those reference or how the data was quantified, there is no way to know if that information is relevant.

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

I might create a graph based on the country of origin and success rate of a kickstarter campaign based on the month, to determine if different categories of campaigns have higher success rates in different months of the year.