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

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

Pivot Table-Category worksheet:

* Nearly 74% campaigns on kickstart are from the US.
* All the Journalism campaigns have been cancelled.
* The most popular area of kick-starter programs are in “Theater”, “Music” and “Technology” categories.
* Top 3 successful campaign categories are “Music”, “Theater” and “Film & Video”
* Top 4 unsuccessful campaign categories are “Food”, “Games” , “ Photography” and “ Publishing”

Pivot Table-Sub-category worksheet:

* There are 12 sub-category campaigns have 100% successful rate and another 12 sub-category campaigns have 100% failure rate.
* The most popular sub-categories of kick-starter campaigns are “Plays”, “Rock” and “Wearables” . Among these three categories, Rock has the highest successful rate 100% and Wearables has the lowest sucessful rate 10%.

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

* When we try to figure out why a campaign is successful there is one impotant factor can not be ignored. That is the promotion campaigns. We need to know which platforms a kickstarter campaign launched their advertisement on and we need to know the cost and click-rate of each campaign etc.
* If we can get the reason why a kickstarter campaign was cancelled and categorize them, we may can help to improve the performance of the future campaigns.

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

A Pivot Table filtered by Country and Category and shows the successful rate of each

campaign compares to the Goal and Backers count.