* 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?

This data provides multi-dimensional analysis:

#1 Dimension – Category / Sub Category aka which Channels of Campaigns are Successful. This analysis depicts that Theaters are most successful category and Plays within Theater are most successful ways of resonating campaigns.

#2 Dimension – Time Based analysis: Second quarter is most successful time period.

#3 Goal-Projects are higher with lower goals Vs. higher goals. Lower the goal higher the success.

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

-Cost of Projects

-Impact of Projects – Increased Sales etc.

This help perform effectiveness of each Campaign/Project based on ROI and Cost-Benefit analysis.

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

Analysis by Spotlight. 100% of Projects are successful when spotlight is TRUE

Analysis by Staff Pick- 87% projects where Staff Pick is provided are successful.