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Starterbook Assignment

\* 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?**

- Theater is the most successful state followed by music.

- As for subcategories, plays illustrate strong results with high activity rate around a count of 1K+

- The highest conversion period historically is between April and July.

- Less than 1000 grouping has the best successful rate followed by 1000 to 5000 grouping.

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

One limitation of the dataset is the reasoning for failed and canceled events. This will allow us to complete an additional analysis on what triggered the two events.

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

It would be interesting to see the percentage of conversion by Country. This will be lead into evaluating the categories and subcategories of those countries.