\* 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?

* Campaign “successful” count trends with “failed” count, but success:fail ratio lessens with higher campaign goal amounts.
* The highest amount of Kickstarter campaigns falls in the theater sub-category. They also have the highest “successful” state count.
* The highest percent-funded campaigns generally fall in the technology and games categories despite having two of three worst success:fail ratios.

Other notable points:

* Music has a high success rate, but the Jazz sub-category fails 100% of the time.
* The Animation, Drama, Food Trucks and Video Games sub-categories also have a 100% fail rate despite having a large sample size.

2. What are some limitations of this dataset?

* The dataset includes low dollar amount goals (like $1 goals), so states are skewed in favor of “successful” because of its easily-fulfilled criteria.
* While there are things to learn from the dataset, it doesn’t tell the full story of why people would donate to a campaign and what factors into success. Those factors, such as incentives like perks/rewards to donors or what the campaign entails, aren’t quantified in this dataset.

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

* A Pivot chart that uses:

1. categories as rows
2. state as columns
3. average of percent funded as values
4. filter to exclude any campaigns that has less than $1000 pledged.

This will determine what are the most successful categories in terms of profit while making sure it isn’t skewed by low goal amounts.

* A pivot chart that uses:
  1. categories as rows
  2. state as columns
  3. average of goals as values
  4. filter to exclude any campaigns that has less than $1000 pledged.

This will determine which categories have a greater criteria, as goal amount seems to be correlated with success rate.