* 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?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

1.Theater is the most popular type of campaign on Kickstarter.

* The most successful campaigns run in May and June.
* Approx. 74% of the campaigns were run in the US.

2.The data set does not tell the reader if the “products” in campaigns were actually made in the end. It also does not tell you other info that could have had an impact on number of backers; such as initial buy ins and what each backer got for their contribution. The failed campaigns may have asked for an amount that did not have the perceived value they thought it would.

3.We could look at:

* Overall what countries had the most successful/failed campaigns.
* Campaign length; if more time leads to success
* We could use the data to find out how much money was given on avg. during the campaigns and then use that to determine if the failed campaigns would have succeeded given more time.