**Kim Hogan**

**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?

* The overall Kickstarter campaign is successful with the rate of 53% or 2,185 of total category. Theater has the successful rate of 38% or 839. (pivot table1 and main data sheet)
* In sub-category, plays are most successful (pivot table 2)
* On average, Q2 (spring months) is most successful with more backers (Pivot table3)

1. What are some limitations of this dataset?

* No data on actual amount collected from the pledge to draw an overall successful of the campaign conclusion
* No audience size or demographic
* No city location
* No review or NPS scores.
* Actual cost for each campaign is missing. If the campaign made profit, that would tell true success story.

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

* Average donation by outcome is another possible table/chart by using bar graph to illustrate the total
* Calculate duration of each campaign, which would determine the cost/profits for success or failure – using bar graph