- Create a report in Microsoft Word, and answer the following questions:
  - **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
    - When analyzing the data, the successful campaigns seem to mirror the failed campaigns within a certain range. This suggests that the number of backers who pledged to give to a campaign may have some bearing on its success. It is also important to note that failure doesn't mean no funds were raised for a particular campaign but rather that the goal was unmet.
    - Additionally, the time allotted for each campaign doesn't appear to impact whether the campaign itself will be successful, fail, or be canceled.
    - A separate conclusion is that most crowdfunding is for plays and or entertainment.
  - **What are some limitations of this dataset?**

The dataset's limitation is that it does not account for or predict human behavior. For example, it is not clear whether a sense of urgency or lax time affected a backer's decision to give to a campaign. If one knows a campaign will end in a few days, how likely are they to

rush their contribution? Or, if a campaign has a long shelf-life, will a backer relax their urgency?

- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Creating a pivot table showcasing the categories each backer supported might give insight into their interests. For example, such a pivot table might show that most backers were interested in one case at any given time. This pivot table also indicates the amount of funds a campaign could raise based on individual interests.