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Module Challenge #1

* 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?**
    1. Theater campaigns have the highest success rate with 187 successful outcomes, but also the most failed with 132 failed campaigns. Film and video are a close second with 102 successful campaigns and 60 failed campaigns.
    2. Based on Sub-Category the parent category of theater has 344 total campaigns all for the subcategory of “plays”
    3. The month of July has the most campaigns with 93 total campaigns for the month and the most successful campaigns with 58 successful campaigns.
  + **What are some limitations of this dataset?**
    - It would be useful to know the demographics or region of those who backed the successful campaigns to understand the demographics of the backers and how that can bring forth success for future campaigns.
  + **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
    - A stacked bar graph with a table representing the top backers and their demographics. The additional value would be that future campaigns can target that specific audience to result in more successful campaigns.