* Create a report in Microsoft Word and answer the following questions...

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Conclusion 1: The greatest amount of successful Kickstarter campaigns fit in the category of Theater with over 800 successful projects. In terms of Category: Theater, Music, and Film & Video all had a “Successful” project to “Failed”/” Cancelled” campaign ratios with a ratio of greater than 50% “successful(music had highest ratio of success), whereas all other categories had a higher percentage of “Failed”/”Cancelled”(Journalism had 0 successful projects.)

Conclusion 2: The highest amount of successful Sub Category projects was Plays with almost 700 successful campaigns. According to “Successful” to “Failed”/Cancelled” ratio, Music in the following genre’s will also have a very high chance of success: Classical, Electronic, Indie Rock, Metal, Pop and Rock. Genre’s of Faith, Jazz, and World Music have a high chance of failure.

Conclusion 3: May is the best month to start a Campaign and December is the worst month to start a campaign.

1. What are some of the limitations of this dataset?

Ans: Some of the data for campaigns could be miscued because they were run by scam artists and there never really was planning to succeed so these campaigns would be listed as failed. Another limitation is judging based off quantity and not value of the idea for the Campaign. There’s always a chance of people having poor ideas whereas a good idea for a properly constructed idea campaign would certainly have a higher percentage of donations than a poorly constructed gameplan. There is a certain amount of expertise that lead to successful projects and a certain amount of not having required skills or talents that would lead to an unsuccessful project.

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

Ans: A graph that could give us more information would be a table and or graph that displays the ratio between “Successful” campaigns and “Failed/Cancelled” campaigns to further find out which categories and sub-categories have high percentages of successful projects. Also looking at average donation vs. category can give you reasonable expectation if you were trying to set up a campaign of your own. For an entrepreneur, looking at the number of backers and quality of idea can give you a framework of how much they should be asking for and what a reasonable timeline for acquiring this goal would be.