**Excel Challenge Report**

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. **Kickstarters are very popular for Theatre**  
   The greatest number of kickstarters fall within the Theatre Category. Within that category, the greatest number of kickstarters fall within the Plays sub-category. The least number of kickstarters fall within the Journalism category (which had only one sub-category: Audio), and they were all canceled.
2. **The kickstarters for Music are very successful**  
   The highest proportion of successful kickstarters fall within the Music category. Within that category, the highest proportion of successful kickstarters fall within the Rock sub-category. The highest proportion of failed kickstarters fall within the Food category. Within that category, all kickstarters in both the Food Truck and Restaurant sub-categories failed.
3. **Kickstarters are most successful in May and least successful in December**  
   The number of successful kickstarter campaigns peaks in May, likely because tax returns are distributed that month and people have more expendable income. The number of successful kickstart campaigns drop significantly in December, probably due to the holiday season when people spend money on gifts and don’t have any extra expendable income.

What are some limitations of this dataset?

1. **It only shows fundraising attempts made through Kickstarter**  
   There are multiple other ways to fundraise for a project/cause (i.e. events, dinners, sales, auctions, etc.). These methods are not included in this dataset.
2. Kickstarter is limited to areas with internet access

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