* 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?

Conclusion 1: **Plays** has the highest occurrence of successful and failed in campaign sub-category. **Music** has the highest successful rate and **Journalism** is the most unsuccessful category with 100% cancellation.

Conclusion 2: May is probably the best month for campaigns as it has the highest successful rate. April is not a good month for campaigns as it has the most unsuccessful projects.

Conclusion 3: Almost half of the category and sub-category ended up not being successful.

1. What are some limitations of this dataset? It does not have information on the reason of failed or canceled campaigns. If we have that information, we can drill down to see what’s causing these failed projects.
2. What are some other possible tables and/or graphs that we could create?

* Project successful/failure percentage table
* Average, Max, or Min success/failed/canceled/live table
* Percentage of pledged vs goal table. Which category/sub-category meet goals and bring in the most pledged.
* Pie chart to see the category or sub-category state percentage
* Scatter chart to plot out the state by month
* Combo chart to see the category and state by month