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

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

* 1. According to the “State by Created Date”, for all years, the most successful programs are started in the months of May and October.
  2. According to the “ State by Category”, the most programs are for the category of “Theater”.
  3. According to the “State by Sub-Category”, the sub-programs with the most successes without any failures are “Rock”, “Documentary”, and “Hardware”.

What are some of the limitations of this dataset?

1. The data is strictly descriptive. It tabulates the historical performance of programs.
2. The table only provides one dimension: Historical counts. More contextual data is needed for insight such as economic conditions, producers of programs, and current public sentiment.
3. According to “Data”, all programs about the sub-category “food trucks” either fails or is cancelled. There is a result of a lack of interest indicated by the extremely low number of backers. However, there is no insight regarding the cause of this disinterest.

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

* 1. Chart the success rate versus duration. Duration is defined as “Data Ended Conversion” less “Date Created Conversion”. There may be a correlation between success and lead time.
  2. Chart all attributes for programs that exceeded 100% of target to determine success factors.