Create a report in Microsoft Word, and answer the following questions:

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

The three conclusions that can be made based on the data provided in crowdfunding campaigns are as follows.

1. Success is not guaranteed. Number of crowdfunding projects end in failure or are discontinued, illustrating the fact that there is no assurance of success.
2. Campaigns cancellations occur frequently. The existence of a ‘canceled’ category suggests that a sizable portion of campaigns might not be completed for a variety of reasons, including project feasibility concerns, a lack of support or other reasons.
3. Trends in success and failure can be examined. Patterns indicating which campaign kinds, techniques have a better chance of success could be found by comparing the number of successful to unsuccessful campaigns, enabling more informed decision making. Entertainment based campaigns were found more successful.
4. What are some of the limitations of this dataset?
5. No Detailed campaign Data: The dataset does not include important factors that are necessary for a deeper analysis, such as the campaign duration. Instead, it just tracks the outcomes (Successful, failed or canceled).
6. Lack of understanding of Failure or Cancellation causes: The dataset offers no explanation for marketing failures or cancellations. This makes it more difficult to pinpoint the fundamental causes. (e.g. Ineffective marketing, unattainable objectives or lack of interest)
7. No Data on Partial Success: It appears that the dataset classifies campaigns as having either a binary outcome (Success or failure), leaving out initiatives that might have raised a sizable amount of their target without being totally successful.
8. What are some other possible tables and / or graphs that we could create, and what additional value would they provide?
9. Pivot table of outcomes by Category: Indicates which campaign categories are more likely to succeed or fail.
10. Line Graph of Campaigns Over time: Monitors campaign results trend and displays variations in success rates over time.