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?
   1. In most countries, save for CH and GB, the category with the greatest number of projects was theater, throughout the years of 2010 to 2020.
   2. Most crowdfunding projects have set funding goals of between 1000 to 4999, between 5000 to 9999, and greater than or equal to 50,000. The total number of projects that have set funding goals of between 1000 to 4999 are 231, the total umber of projects with initial funding goal of between 5000 to 9999 is 15, and 305 projects had initial funding goal of greater than or equal to 50,000.
   3. There were 2 failed crowdfunding campaigns in January 2020, the parent categories of the 2 projects were Theater and Music.
2. What are some limitations of this dataset?
   1. What’s missing from the data is that there is no indication of what the “founders” of these projects were doing. Did they promote their projects, and how they did it, are important in understanding how well they reached out to backers potentially.
   2. We also don’t know anything about the backers of the project. What are the demographics of these backers who decided to support these projects? The demographics are interesting because it could be that theater appeals to backers who are more elderly, vs. tech appealing to younger-aged backers.
   3. One column that could be created from the brief description column (blurb) is a categorical column, whether the project is related to a specific product, service, or business/startup. That can further help drill down what the inputs should be to attract maximal funding.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Figuring out whether if a project was staff-picked ended up being more successful can perhaps point out a reason for their success, if we cannot observe what the backers were thinking or how the project appealed or sought to appeal to their base.
   2. Similarly, if a project was spotlighted, one could draw comparisons of whether spotlighted projects attracted more backers, had a higher average funding, or attracted more funding or had a higher probability of surpassing their initial funding goal compared to projects that were not spotlighted.
   3. Despite this being a missing data piece, it would be interesting to see if longer projects (those who had a larger number of days between the launch date (or date created) and the deadline (or date ended) were able to attract more funding or had a higher chance of being spotlighted as more people got to know about it.