* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + What are some limitations of this dataset?
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

**Answer:**

* **Conclusions:**

1. **Backers have a heightened interest in the entertainment industry, with theater, film & video, and music being the three categories that garner the highest investor participation related to entertainment.**
2. **Backers have far less interest in journalism compared to other categories.**
3. **The highest investment success rate is in technology.**

* **The dataset is limited to less than ten categories, and it is only from 2010 to 2020.**
* **I wish to generate an additional table to analyze the impact of the duration of crowdfunding campaign on their success rate. If possible, I hope to obtain information on the age/income/gender of backers, and analyze the relationship between crowdfunding content and investor age/income/gender. This way, when planning future crowdfunding campaigns, we can more precisely identify the target audience and promote the crowdfunding campaign to this specific group.**