**Kickstarter Campaigns Analysis Report**

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

* Theater, Music and Film & Video are most impactful crowdfunding services where music has highest success rate.
* Best time for the campaign launches are May and June month as it attracts major audience.
* Journalism, food and Publishing have high failure rates. Majorly food truck campaign is not found successful.

1. **What are some limitations of this dataset?**

* To successfully predict a positive success-based campaign, the data volume is less.

1. **What are some other possible tables and/or graphs that we could create?**

* Create a table and chart that will analyze the worksheet to count How many campaigns were successful, failed, canceled, or are currently live per **Category and Sub-Category**.
* Create a table to calculate a campaign duration based on Date Created Conversion and Date Ended Conversion. Use this to do time variation analysis against pledged goal. Plot a chart if count of pledged is higher, however if time variation is high, it impacts the financial turnaround. This help will help in determining Return of investment.