* **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?**
    1. “Theater/Plays” is the most frequently funded category in terms of the number of funding activities.
    2. Over 76% of the crowdfunding campaigns were held in the United States.
    3. According to the data, summer (Jun and July) is the best season to host the crowdfunding campaigns successfully.
  + **What are some limitations of this dataset?**

This dataset only covers funds raised. No expenditure associated with each funding activity was provided. In other words, some of the successful funding campaigns would have ended up with monetary loss if it took an unnecessarily long time to complete its funding activity or incurred unexpected expenses that were not initially identified.

Furthermore, the dataset is limited to providing outcome of funding activities. There is no information for the root-cause analysis. Based on the existing data, it is hard to determine why each campaign was successful or failed. If there is one more column to briefly describe accomplishments or lessons learned from each campaign, it would be more meaningful data for future decision making.

* + **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

*Tree map graph* would be great to visualize the proportions of outcome or category because it allows information users to easily compare the sizes of rectangle to one another and ratios of each outcome or category to the whole.

*A table showing the lead time* for each campaign would be useful for future funding planning. For example, we can allocate more time to the specific funding activity from the initiation to completion if the table shows certain funding activity (e.g. publishing) takes longer than the others (e.g. music, food etc.).