\* Create a report in Microsoft Word and answer the following questions.

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

Considering the global data, we can see the following 3 main conclusions:

1. The following categories have high success rate compared to the rest of the categories:
   1. Film & Video
   2. Music
   3. Theater
2. Campaigns in the following categories have a high Failure Rate:
   1. Food
   2. Games
   3. Publishing
3. The first half of the year has a higher number of successful campaigns than the Second Half of the Year

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

When looking at the dataset without filtering by Country, we could get a wrong idea of what the trend is for each country in a certain category, compared to the Global data for all the campaigns. So, for example, Theater is one of the categories with high successful rate Globally but in Mexico it is not.

Also the data set gives us a general idea of all the projects but it would be useful to know a bit more technical details about each project so that we get to understand why some projects under a “winning” category didn’t succeed whereas other projects did. For example, it might be that some projects’ publicity material was better than other projects in that same category so that is the reason they were successful. So, if we could know more technical aspects about each campaign, then we could find more hidden trends.

Another limitation is that we do not know much about the backers’ profile, this way we do not know if maybe there’s an average age of the backers or a specific circumstance that influenced their decision on which project to support.

Finally, as we can only see the number of backers per project and calculate the average donation per project, we cannot verify if the average donation per project is an accurate information or if in reality most of the people for one project donated less money and only a few, maybe even outliers, were the ones who pushed the number of average donation up.

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

A line chart that shows the lunch date for all the projects in a linear way as a timeline would be an easier way to see the progress of the campaign outcomes through time, instead of having a different graph for different years or a single interpolar interpolated graph like the one we made on this exercise.

Also, a table where we show the average donation depending on ranges of campaign goals could help us see if the size of a campaign has any correlation with how much a person is willing to donate to a campaign.

Finally, a table and graph of the number of days that each campaign lasted and link it with how much percentage of their goal was achieved could help us see if there is any trend regarding how long a campaign was and its percentage of achievement of their goal.