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Report

Three conclusions

We can see that most of the campaigning was done in a theater demographic with the highest number of success but they also have the highest number of fails. When we break into a sub-category “rock” has the highest number of success. Also, it shows that the campaigns in May, June, and July the success numbers are high, then come December the numbers fall.

Limitations

One limitation is that we were not given the information on how the campaign was being seen. If the information was given through an ad online we could see how many times it has been viewed and the response/review.

Also, we don’t know if this information has been run in all countries worldwide.

Additional Graph

A table to show when is a successful time to start a campaign could be great for a graph. This graph would include good days to launch and then reference why the success.