Excel (Kicker) Report

In conclusion the kicker campaign had a strong start for the successful campaigns drawing 180 counts per state maintaining a growing trend reaching a peak in May with 230 counts before taking a sharp decline. On the contrary the, failed campaigns continued in a declining trend and fluctuated through out the year ending at 102 per state count. The canceled campaigns remained stable all through the year closing at a decimal count of 20 in October.

The limitations of this dataset is that we cannot explain what triggered the steep decline of successful campaigns. We cannot explain why the canceled campaigns never got traction.

We can use bar graphs and pie charts to depict this dataset.