1. The first conclusion that I can draw if the increase and decrease of successful and failed campaigns based on the month launched. The highest increase of successful campaigns happens on July while the failed campaigns also increase during this month but not its highest, that would be in January. However, the worst month you can launch is in August where successful campaigns is at its lowest and failed campaigns increase as well. An increase in successful campaigns and decrease in failed campaigns only happens in June and September based on the graph. The second conclusion is from the category graph where journalism, with a very small total campaigns of 4 only, has the highest success rate followed by technology and then publishing. Music, film & video, and theatre are the only ones with over 100 total campaigns each with 175, 178, and 344 respectively. Additionally, film & video has highest success rate of those three with 57% and the highest failed rate being theatre with 38%. The last conclusion is in the subcategory where world music and audio had a 100% success rate with only 3 and 4 total campaigns. Plays had the most total campaigns with a success rate of 34% and a failed rate of 38%. Most subcategories seem to have at least a 50% success rate.
2. Some limitations would more recent data regarding the last 2 years as well as feedback from campaign teams in terms of what they went through that led to successful or failed campaigns.
3. A possible graph that could provide additional value could be success rate of categories based on countries.