* Three Conclusions drawn from the campaign.

Analysing the data presented in the Parent Category pivot table and chart noticeably, entertainment methods accounted for 69.7% of the grand total, with the pivot chart demonstrating these methods (Theatre, Music, Film and Video) having the highest number of successful campaigns when compared to the remaining categories however a key point to note due the volume of campaigns undertaken by these three parent categories they also had the highest number of failed and cancelled campaigns.

Analysing the data presented in the sub-category data set and pivot chart and table the following conclusions can be drawn from the dataset. Plays accounted for the highest number of campaigns across all outcomes overshadowing every other sub-category by far, Rock music and documentaries were among the second and third highest in terms of successful outcomes, an interesting trend spotted was how food trucks and indie rock two very different categories had the same number of campaigns, specifically having a difference of 1 in the successful campaigns and the exact number of failed campaigns.

Analysing the final pivot chart and table plotting the outcome against months the following trends are clear. Campaigns initiated in august had the highest failure and cancellation rate as well as the lowest successful rate of the year, whereas September, October and November seen a plateau of successful campaigns with a increasing trend of failures and varied trend of cancellations. The final point I can make is June was the best month to launch a campaign as it had one the highest values of successful campaigns while being among the lowest cancellation and failed rates for that success range.

* Limitations of the dataset.

One possible limitation of the dataset is that it only accounts for the 10 years, increasing the years analysed would provide more data to see which years provided the most successful outcomes in the dataset and then further scrutiny to look at what categories excelled in that year to understand why they did so well in a particular year. An additional limitation is the dataset accounts for the creation and end date of the campaign, however further information could be obtained to show which campaigns in which category achieved they’re goals the quickest if successful.

* Additional tables/graphs we could create and what value could they provide.

Tables and graphs could be created to demonstrate all the years considered and the respective overall outcomes for the years to analyse which years were the most successful, additional tables and graphs could be created to demonstrate categories and sub categories plotted against the durations of time it took to obtain the outcomes, for example you could food truck campaigns over the years and compare it to the durations of time it took to achieve the goal compared to other categories and possibly see a trend in which certain categories achieve their goals in a shorter period of time than other campaigns analysing and quantifying the wider impacts of campaign categories and the length of campaigns.