Here are some conclusions we can draw from the data:

1. The highest count of successful campaigns occurs in June and July (by far, in my opinion)
2. August and January have the highest counts of failed campaigns
3. August is when the sharpest dip occurs, where the successful count plummets, the failed count climbs steadily, and the canceled count is the highest

One limitation of the dataset is that the data as presented in the chart is that the totals are different for the different months, so it’s a bit misleading for some of the months (because the percent of each total is different). Another possible table or graph that we could create would be a stacked column chart for each month that shows the relative frequencies of each category. It would help to show the counts in a better context. Some months have a greater total.

Another limitation is that we are basically looking at the trend over the months over multiple years for all the months, when it might be more helpful to look at the trend for a single month over multiple years. That would help us to see if there are consistent trends across the years. Thus if we a had a graph for January across years (as a filter, perhaps) that could help us see trends for each of the months.