**Conclusions**

1. Over half of the campaigns (565, 57%) were successful, whilst 37% (364) of campaigns have failed;
2. Across all countries, the majority of campaigns fall in the theatre category (34%), followed by film and video in second and music in third;
3. June and July are the months with the highest number of successful campaigns (although note that July is also the month with the highest number of campaigns overall), while December and January are the months with the most failed campaigns.

**Limitations**

* Unequal number of campaigns across countries: the US has substantially more campaigns compared to the other countries. This means the sample might not be representative (although it could also be possible that there are just more campaigns from the US compared to other countries)
* The goal and pledge fields are in different currencies. Conversions could be made, so that conclusions could be drawn from analyses focusing on goal and pledge amounts (right now we would be comparing for instance 1000 GBP to 1000 CAD, which are not equivalent)

**Other tables/graphs**

* Average number of backers and average number of donations depending on campaign outcome: this would allow us to understand whether campaigns fail when they do not have enough backers, or when the backers do not contribute enough.
* Percentage of outcome per category/subcategory: with the pivot tables created, we can see which categories had higher numbers of successful or failed campaigns. However, this could be due to the fact that there are simply more campaigns in that category. We could instead look at the percentages to see how successful each category was, relative to the total number of campaigns.
* Campaign duration: are campaigns that remain open for a longer period of time more likely to be successful? (this could be analysed using the date created and date ended fields)