**Excel Challenge Analysis**

Given the provided data, here are some of the conclusion that we can draw. First, theater-related crowdfunding campaigns were the most prevalent on the site and they were the most successful. Film & video- and music-related campaigns were the second and third most prevalent. Next, the campaigns overwhelmingly fall into the play subcategory. Though only approximately half were successful. Finally, the month with the highest number of successful campaigns is July.

There are some limitations to this dataset, however. First, correlation does not equal causation. We can select July as the cpamiang launch month but it will not Guarantee that our campaign will be successful. Additionally, there is a chance that the campaign we’re hoping to launch does not fit into one of the provided category and sub-categories, then we would have no data to go off of.

I would love to see Staff Pick and Spotlight correlated with outcome to see if using those promotions correlates to more successful outcomes.