Based on the pivot chart in sheet 4, the rate of success is higher than failure. The rate for cancelled is lower than the rate of success and failure. January, February, and March were the only months which included campaigns that went live.

One limitation of the data includes the fact there are too many parameters, which can confuse and complicate simple analysis. Also, out of 4,000 campaigns, approximately 50 went live.

A scatter plot can be utilized to mark trends in order to determine the parameters that were most successful. l