1. Conclusions
   1. Crowdfunding campaign activities is highest in the middle of the year, peaking in Jun and July
   2. The most successful campaigns are based around the entertainment industry, theatre - plays and music, followed by film and video.
   3. Overall, the success rate is higher than the failure rate.
2. Limitations
   1. We can extend data collection for another 1 or 2 years to see if there is a trend.
3. It will be worthwhile developing a pivot table on revenue/success according to region, with the corresponding graph/chart so we can see the trend according to area.