Given the provided data, we can observe that the top three high performing campaign categories are film & video, music, and theater. With this, we can conclude that the entertainment industry has a high level of profitability. The top performing subcategories for film & video, music, and theater are documentary, rock, and plays, respectively. Theater significantly outperformed film & video and music in terms of successful campaigns. If we look at outcome over the years, there is a spike in successful campaigns in June and July, with results falling in August and September to a plateau for the remainder of the year. Circling back to theater being a high performer, we may be able to conclude that the warmer weather lends to more outdoor theater performances, leading to the spike in successful launches. Another conclusion we can draw is that entertainment industry and spike in success in the summer can be attributed to the increase in consumer culture because of more leisure time due to schools/families being on summer break.

A limitation of this dataset is that it doesn’t go into whether or not being a spotlight campaign or staff pick has a correlation to its outcome. We could create a table to see outcome by spotlight campaign and outcome by staff pick to see this. Also, we can create a table with to see category by spotlight and staff pick to see if there is bias in which campaigns are selected as staff picks/spotlights. For example, plays are shown to be very successful but the reason why is somewhat ambiguous. If the table revealed that theater was a supported category or featured in the spotlight, it could explain the success.