1.

* The p-value is less than 0.05. Therefore, there is a significant difference between the two groups successful and failed.
* Overall, it can be seen that success campaigns were higher among all the campaigns than in the other outcomes throughout the whole-time frame.

There is a 57% success rate among all campaigns.

(565/1000) \*100%

* When considering the parent category, most campaigns go under “theatre”. Among that, nearly 54% of campaigns are successful.

2.

The data is for different countries. So, the currency is different.

Assume that all campaigns go under the same condition such as infrastructure facilities.

3.

We can create a table to check the overall outcome in each category. Then we can add filets like country, category, outcome…..etc. (ref: sheet “Additional”)

| **Row Labels** | **Count of outcome** |
| --- | --- |
| successful | 57% |
| failed | 36% |
| cancelled | 6% |
| live | 1% |
| **Grand Total** | **100.00%** |

Can create a table for,

* How many campaigns gain access to the spotlight?

Reference for this: see Excel--🡪sheet “Additional.”

* Percentage of each category by the outcome (% of grand total) [ref: sheet “Percentage]