* CONCLUSIONS:
  1. From the given data, campaigns under the ‘Music’ Category had the most Success Rate (77%) while the campaigns under the ‘Food’ Category had the most Failure Rate (70%) within their respective categories.
  2. During the months from May to September, there is a decreasing trend for Successful campaigns while there is an increasing trend for Failure Campaigns. The number of Successful campaign dips to the lowest in the month of December.
  3. Lower the Goal, higher is the percentage of Successful Campaigns and lower is the percentage of Canceled campaigns.
* LIMITATIONS TO THE DATASET:
  + Need to do some things by defining your own functions/formulae, with its attendant risk of errors.
  + It can be extremely challenging to spot and correct errors with such volume of data where major pivot tables are computed using Formula-generated values.
  + Unused columns in the Data Set like ‘spotlight’ and ‘staff\_pick’. Too many unused columns can make it difficult to see relevant data.
* ADDITIONAL TABLES/GRAPHS:
  + Since we can sense an inverse relationship between the variables ‘Goal’ and ‘Percentage Successful’, we could create a Scatter Plot with the Goal Range on the X-Axis and Percentage Successful on the Y-Axis.