The line graph in the Sheet 7 shows the number of projects that were successful, failed or were cancelled over 12 months period.

The first thing to note from the graph is that the number of cancelled projects were similar every month and saw only limited growth in July and November.

According to the graph, it is clear that the number of successful projects increased in February, at the same time the number of failed projects dramatically declined. The successful projects reach their peak in May, where is the highest number of failed projects were in July. However, the number of successful projects fell back, with a particularly sharp drop in December and end up at almost the same level as failed project.

**Conclusion:** The success of a project appears to be seasonal, with December projects failing correlating with the holiday season. The most successful projects were launched in the months of May. If you want to launch a successful campaign it should be launched in the month of May.