From the chart, we could conclude:

1. Across all the industries, the successful numbers of the campaign are higher than the failed rate and the cancelled rate is the lowest.
2. Throughout the year, the successful time for the campaigns is between June and July.
3. The numbers of the successful, the failed and the cancelled all correlate.

As you can see from the chart, it includes the numbers of campaign, but you won’t know which industries provide the most outcomes.

So, we add the outcome to the value and create a pivot tablet to analyse the outcomes trend throughout the year and which industries perform the best.