* Theatre based campaigns had the highest number of total successes by a decent amount. On the other hand they also had the highest number of failed campaigns by a substantial number. This would go to show the unpredictable nature of dealing with this category of campaigns as it can go one of two ways.
* Journalism campaigns are extremely rare in comparison to other categories but they have succeeded each time they are run. It can show the nature of the niche campaign and the probability of its effectiveness if conducted.
* Most successful campaigns happened in the month of July whereas most number of failures and cancellations took place in August.
* A limitation that this dataset has is the broadness of the location. It is important to also know the exact state and maybe even city the data was collected from as each country will have its hubs for the arts, food etc. It is important to be able to differentiate between hubs and the general country's tastes in things.
* Pie charts to get a sense of how much of each category is successful, canceled or failed filtered by region. Can also be used for the amount of money put into successful, canceled and failed campaigns. Gives us an insight into the financial aspect behind the kinds of campaigns and their outcomes.
* A median better summarizes the data due to the right skewing nature of both data sets being that the mean was quite higher than the median. It would give a more accurate representation of the statistics.