* Conclusions
  + Across geographies, the category “Theater” outperforms other categories for their “Success” rate. Also, “Music” was mainly kickstarted in North America, where it was the second most-likely category to succeed.
  + When looking at sub-categories, “Plays” of the category “Theater” outperformed all other sub categories in success rate and number of campaigns. Interestingly, “documentaries” also performed highly, even though the parent category “Film/Video” performed about the same as other parent categories.
  + There might be some seasonal patterns for kickstarter campaigns, with an increase in failed and decrease in successful campaigns in the summer months (June, July, August).
* Limitations
  + We do not have a clear definition for some columns such as “staff pick” and “spotlight”- one can infer that would mean more traffic to those campaign pages. It would be interesting to track page views as well- it might be a good barometer for how good the campaign idea is (looking at conversion rates for visitors vs. donors).
* Possibilities
  + Looking at the interaction with promotions like “staff pick” or “spotlight” would give a good idea if they provide a boost in donations. Also, it would be useful to examine how the size of the original goal interacts with the success/failure of the campaign- does it behoove a campaign to go big with their goals, or does a smaller more accessible goal increase donations.