1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Kickstarter campaigns within the theatre category has the highest number of successes. It also has the highest number of campaigns. However, the campaigns in the music category have a higher success rate of 79% compared to the success rate of 62% for the theatre category.
   * The sub-category of plays had a significantly higher success over the other sub-categories.
   * The campaigns had the highest successes during the second quarter of the year.
   * The conclusions above were all made using data from all countries.
2. What are some limitations of this dataset?
   * Some information within the dataset were not integrated in a consistent format. A few different foreign currencies were used and conveniently added together. Although this is not an issue as both goal and pledged amounts were summed up by disregarding different currencies, the total amounts could potentially be misleading because of this, due to differing exchange rates.
   * The dataset has been collected over a period of nine years. There have been significant developments in technology and peoples’ preferences.
3. What are some other possible tables and/or graphs that we could create?
   * A pie chart could be used to visualise the success rates across various categories. It would be clear and easy to understand for the viewer, though it may lack information variety.

Bonus Statistical Analysis

1. There is a significant difference between the mean and median for backers count in both successful and unsuccessful campaigns. By observing these values, we can tell that the data is not symmetrically distributed. As this data is right skewed, the median would be a better representative of the central location of the data, therefore summarising the data more meaningfully.
2. The range, interquartile range, variance and standard deviation all point out to successful campaigns having more variability. These values make sense as successful campaigns have a high backer count of many varying numbers thus dispersing the data. A significantly higher standard deviation also indicates that the data are more spread apart.

On the other hand, unsuccessful campaigns have a low backer count with most of the data clustered at the lower range around the median and mode. So, it makes sense for unsuccessful campaigns to have lower variability.