Three conclusions of the Kickstarter Campaign:

1. Percentage funding gave an overview of how many campaigns were successful based on the funding criteria. All successful campaigns were funded 100% or more whereas the unsuccessful ones hardly had funding until 60%.
2. The pivot charts give a visual representation and a clear understanding of the campaigns that have been more successful in certain categories and sub-categories. Certain categories have somewhat equal representation of successful and unsuccessful campaigns, for example in the field of technology.
3. The Kickstarter campaigns created in the beginning of the year tend to be more successful compared to campaigns created during the summer or end of the year.

Limitations of data set:

1. The data set given is from 2009 to 2017 which is not even a decade. We might probably get a better understanding of campaigns success compared to failure if there was a data set of at least the past 20 years.
2. The campaigns are limited to only 21 countries.

Other possible tables or graphs that we could create:

1. A table or graph on percentage funding for each campaign
2. A table or a graph on number of backers for every campaign.
3. Another graph highlighting the average donation between successful and failed campaign since successful campaigns had an average donation of 93.6 compared to failed campaigns which had an average donation of 74.25

BONUS:

1. The mean and median do add value into the data. With respect to the successful campaigns, the mean and median are far apart and so it would be better to assume that the average number of backers for successful campaigns are 62 (value from the median) but since the data is very widely distributed it is difficult to make a conclusion on the basis of this data for the successful campaign. For the unsuccessful campaign, the values of mean and median are much closer so it might be better to assume the mean value 18 as the average number of backers for campaigns that have been unsuccessful and this can be a value that we could consider in our conclusions.
2. There is more variability with successful campaigns than with unsuccessful campaigns since the variation is large and also the values of mean or median are far apart. This makes the data set unevenly distributed.

For the unsuccessful campaign, the variability is not as large as successful campaign and also the mean and median are values close together which make it a more evenly distributed data set.