Based on the given data set 3 conclusions we can make are as follows:

* Crowdfunded projects in the parent categories of Film & Video and Music were overall more successful, while projects in the parent category of Theater were the least successful across the 7 sample countries.
* Across the 7 sampled countries with the parent category of Music, Rock had the most successful projects at a total of 49 and had the most failed projects at a total of 30 in addition to 6 canceled projects. As a whole Rock had the highest grand total of crowdfunded projects across the dataset.
* In the parent category of Music, the least number of failed projects between the years of 2010-2020 occur during the months of September, October, November, December. The most successful months being February, July, November.

Some limitations of the dataset are what exactly the project within the category may be to further allow dissection of the material to project future trends. In addition to the lack of context the dataset includes information regarding staff picks and spotlight information not considered through initial analysis and pivots that greatly would influence reach and potentially the success rate. To add to this analysis, I would create additional pivots looking specifically at the correlation between staff picks to success and spotlight to success to analyze for potential trends.

For this dataset the median is more useful for analyzing the number of backers for successful and unsuccessful campaigns due to the variance and outlying data points. From the data there is more variability within successful campaigns than unsuccessful. This would make sense based on the premise of popularity within those campaigns and backing increases due to that popularity as the campaign grows whereas unsuccessful campaigns would not see the same growth.