This dataset is based on a decade-long trend from 2010 to 2020 in seven countries. During this period, the most popular crowdfunding was made from plays in the theatre sector, followed by film & video and music. Specifically, the theatre sector had the most significant outcomes compared to all other fields. In June and July, crowdfunding was most successful, while August and December had the lowest success rates.

As this dataset doesn't show the total value of each category, it is hard to tell which sector is worth the most. Also, the different times and currencies make it challenging to compare the data accurately.

To tackle these limitations, we could add the filter of "Years" and the sum of pledged values in the first "Category" pivot table and calculate the successful rate of each campaign so that it shows which sector makes the most crowdfunding and how likely successful it is. In addition, by using the filters of "Years" and "Country", the trend in each country can be analysed.

Regarding the successful and unsuccessful campaigns, the mean better summarises the data due to the high standard deviation, which indicates the broadness of the dataset range. It is highly likely to misinterpret information if the median is used. This data shows successful campaigns are more variable than unsuccessful ones, as the standard deviation of the successful campaigns is 1266; the failed one is 960.