This report is to present the trends of funding and uncover the categories which could potentially achieve a success through the analysis of the dataset of crowdfunding,

Firstly, it can be seen that the projects of the performing arts (film & video, music, theater) are more popular than the others, which also has a higher success rate. Furthermore, the plays in theaters have been dominant among all the projects which successful rate was around 6-62 times of other sub-categories. However, it has more fails compared to the other ones.

Secondly, according to the data, the project is not affected by the different time of the year as the numbers of projects that were successful, failed, live and canceled are quite similar through the whole year.

Finally, the success percentage is higher for the goal that was set up between 15000 to 34999, while there are more projects failed for the goal that is greater or equal to 50000. However this doesn’t mean the range between 15000 and 34900 has achieved the highest in light of the numbers of successful projects. Compared to the range between 1000 and 4999, the quantity is only less than 25% of it.

The limitation of the dataset is it can only demonstrate the trends and successful rate based on the category. The banker count as an important factor should also be taken into account in the analysis. Therefore there is a suggestion for the additional graph is to add backer count to the graph of outcome based on goal. This way we can analyze and see the trends based on the backer count. The more backer count is, the higher success rate.