This paper will analyze data taken from 1,000 sample projects from a crowdfunding website to find tricks and trends for success. The raw data is presented in the accompanying Excel Spreadsheet titled CrowdfundingBook.xls. The data was broken down in three categories and segregated on individual tabs showing pivot tables and charts. The breakdowns shown are category, sub-category, and launch date. This paper will also discuss some limitations of the dataset and other possible tables and graphs and the value they would provide.

The Category Stats tab shows data filtered by country and the parent category having several values. Aggregates were used to define successful where successful is the sum of successful and live, while unsuccessful is the sum of failed and canceled. The three most popular categories are music, film & video, and theatre, with theatre having the most number of entries and the most number of successful entries. Journalism and photography have the highest percentage of successful launches versus unsuccessful launches. Overall, journalism and photography could be considered tricks for overall success since they have the highest percentage of success rates and a low number of competitors.

The Sub-Category Stats tab breaks down the parent categories further and shows more detail related to the parent. This chart shows the sub-category of plays having the most number of crowdfunding entries, which is primarily due to the fact there is only one sub-category for this parent. The breakdown of parents into sub-categories does show one interesting thing that mimics the analysis from above and that world music also has a success rate similar to journalism.

Analysis of the Launch Date tab shows consistency between the canceled, failed and successful campaigns with the most number of successful campaigns coming in June and July based on the filtering criteria of the parent category and years set to all. This data seems to be too granular to be listed by month and a correlation between parent category and years may be better served as the popularity of categories can change over the years.

As previously stated, there could be some additional charts and graphs that may help the analysis find tricks for success such as showing the percentage of successful campaigns versus unsuccessful campaigns. Another thing that may help is to plot the cost versus success to determine whether there is a pattern.

In summary, this paper analyzed the success of crowdfunding projects based on measuring the number of successful campaigns based on the parent category and then based on the sub-category. Although the charts were filtered by country, the country was not used in order to provide a holistic approach to the data. In analyzing the parent categories, journalism and photography had the highest percentage of success stories. In analyzing the parent/sub-category data, the highest percentage of success rates came from journalism/audio, photography/books, and music/world music. A few other charts and graphs that could be added to give a better picture would be the showing the percentage of success to failure ratios and showing the parent/sub-category charts by year.