

TP4 Database

1. What is the proportion of successful campaigns overall (campaign success rate) ?

```
1 • SELECT COUNT(*) AS total_projects,  
2     SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) AS successful_projects,  
3     (SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) / COUNT(*)) AS success_rate  
4 FROM projects;
```

total_projects	successful_projects	success_rate
378661	133954	0.3538

2. What is the proportion of successful campaigns by project category ?

```
1 • SELECT category, COUNT(*) AS total_projects,  
2     SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) AS successful_projects,  
3     (SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) / COUNT(*)) AS success_rate  
4 FROM projects  
5 GROUP BY category;
```

category	total_projects	successful_projects	success_rate
Poetry	1369	487	0.3557
Narrative Film	5188	2013	0.3880
Music	15728	6432	0.4090
Film & Video	10108	3070	0.3037
Restaurants	2819	457	0.1621
Food	11493	3297	0.2869

3. What is the average amount requested for successful and unsuccessful projects overall?

```
1 • SELECT state, AVG(usr_goal_real) AS avg_goal_amount  
2 FROM projects  
3 GROUP BY state;
```

state	avg_goal_amount
failed	63174.739171
canceled	75579.412906
successful	9532.957021
live	62535.285547

4. What is the average amount requested for successful and unsuccessful projects by project type?

```
1 • SELECT category, state,  
2     AVG(CASE WHEN state = 'successful' THEN usd_goal_real END) AS avg_successful_goal,  
3     AVG(CASE WHEN state = 'failed' THEN usd_goal_real END) AS avg_failed_goal  
4 FROM projects  
5 GROUP BY category, state;  
6
```

category	state	avg_successful_goal	avg_failed_goal
Poetry	failed	NaN	6607.043636
Narrative Film	failed	NaN	89286.396562
Music	failed	NaN	36227.134635
Film & Video	canceled	NaN	NaN
Restaurants	successful	19844.163962	NaN

5. Of the campaigns that failed, how many missed their goal by 5% or less? between 5% and 10%? between 10% and 20%?

```
1 • SELECT  
2     sum(CASE WHEN (usd_pledge_real / usd_goal_real) < 0.95 THEN 1 ELSE 0 END) AS "5% or less",  
3     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 0.95 AND (usd_pledge_real / usd_goal_real) < 1.10 THEN 1 ELSE 0 END) AS "between 5% & 10%",  
4     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 1.10 AND (usd_pledge_real / usd_goal_real) < 1.20 THEN 1 ELSE 0 END) AS "between 10% & 20%",  
5 FROM projects WHERE state = 'failed';
```

6. Do the same analyze for 3 different subcategory.

For the games category :

```
1 • SELECT
2     sum(CASE WHEN (usd_pledge_real / usd_goal_real) < 0.95 THEN 1 ELSE 0 END) AS "5% or less",
3     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 0.95 AND (usd_pledge_real / usd_goal_real) < 1.10 THEN 1 ELSE 0 END) AS "btw 5% & 10%",
4     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 1.10 AND (usd_pledge_real / usd_goal_real) < 1.20 THEN 1 ELSE 0 END) AS "btw 10% & 20%"
5 FROM projects WHERE category = 'Games' AND state = 'failed';
```

5% or less	btw 5% & 10%	btw 10% & 20%
1854	0	0

For music category :

```
1 • SELECT
2     sum(CASE WHEN (usd_pledge_real / usd_goal_real) < 0.95 THEN 1 ELSE 0 END) AS "5% or less",
3     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 0.95 AND (usd_pledge_real / usd_goal_real) < 1.10 THEN 1 ELSE 0 END) AS "btw 5% & 10%",
4     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 1.10 AND (usd_pledge_real / usd_goal_real) < 1.20 THEN 1 ELSE 0 END) AS "btw 10% & 20%"
5 FROM projects WHERE category = 'Music' AND state = 'failed';
```

5% or less	btw 5% & 10%	btw 10% & 20%
6199	2	0

For restaurants category :

```
Query 1 x SQL File 1* new_schema - Schema new_table - Table Administration - Data Import/Res...
1 • SELECT
2     sum(CASE WHEN (usd_pledge_real / usd_goal_real) < 0.95 THEN 1 ELSE 0 END) AS "5% or less",
3     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 0.95 AND (usd_pledge_real / usd_goal_real) < 1.10 THEN 1 ELSE 0 END) AS "btw 5% & 10%",
4     sum(CASE WHEN (usd_pledge_real / usd_goal_real) >= 1.10 AND (usd_pledge_real / usd_goal_real) < 1.20 THEN 1 ELSE 0 END) AS "btw 10% & 20%"
5 FROM projects WHERE category = 'Restaurants' AND state = 'failed';
6
```

5% or less	btw 5% & 10%	btw 10% & 20%
2062	0	0

The study of the kickstarter dataset show that campaign with a videos have more than 85% higher success rate. Also, the one that offer good rewards have also more chance. The analysis of the dataset show that the funding amount play a big role in the success of the kickstarter (quite obvious), with also it's category. Another dataset can be find on indiegogo which provide data of other kickstarter.