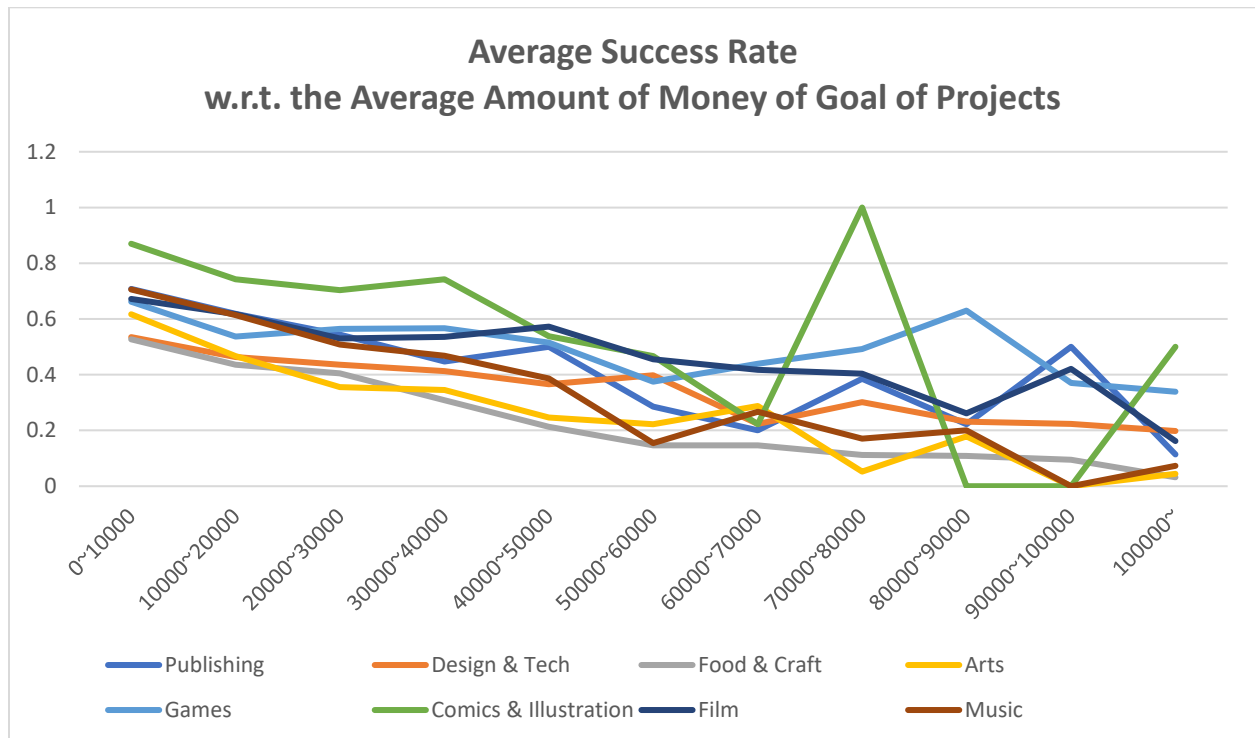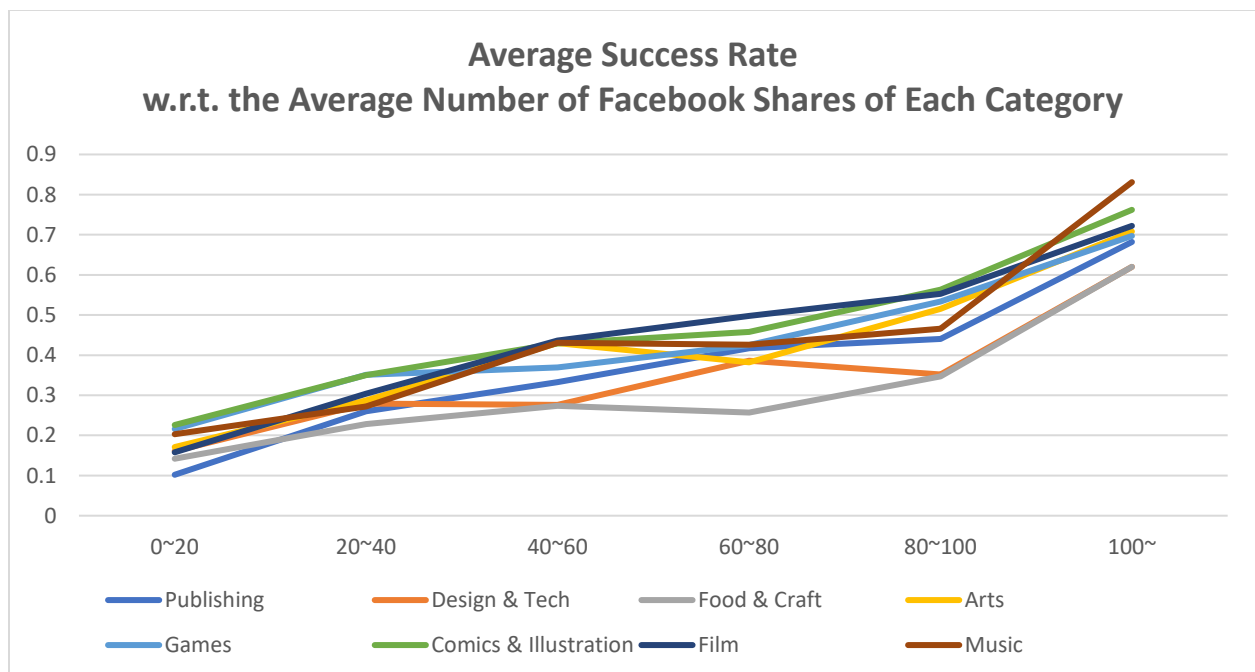# Analysis of Important Aspects for a Project to Be Successful

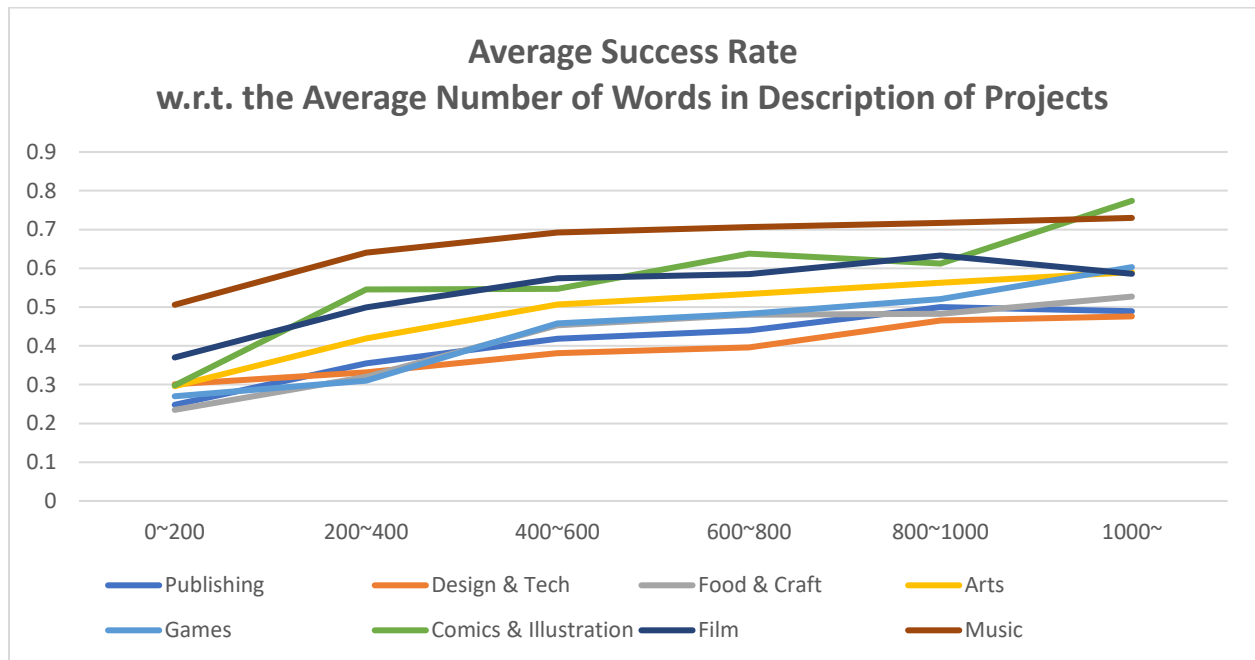**1. Average of Success Rate w.r.t. the Amount of Money of Goal of a Project**

Average Success Rate
w.r.t. the Average Amount of Money of Goal of Projects

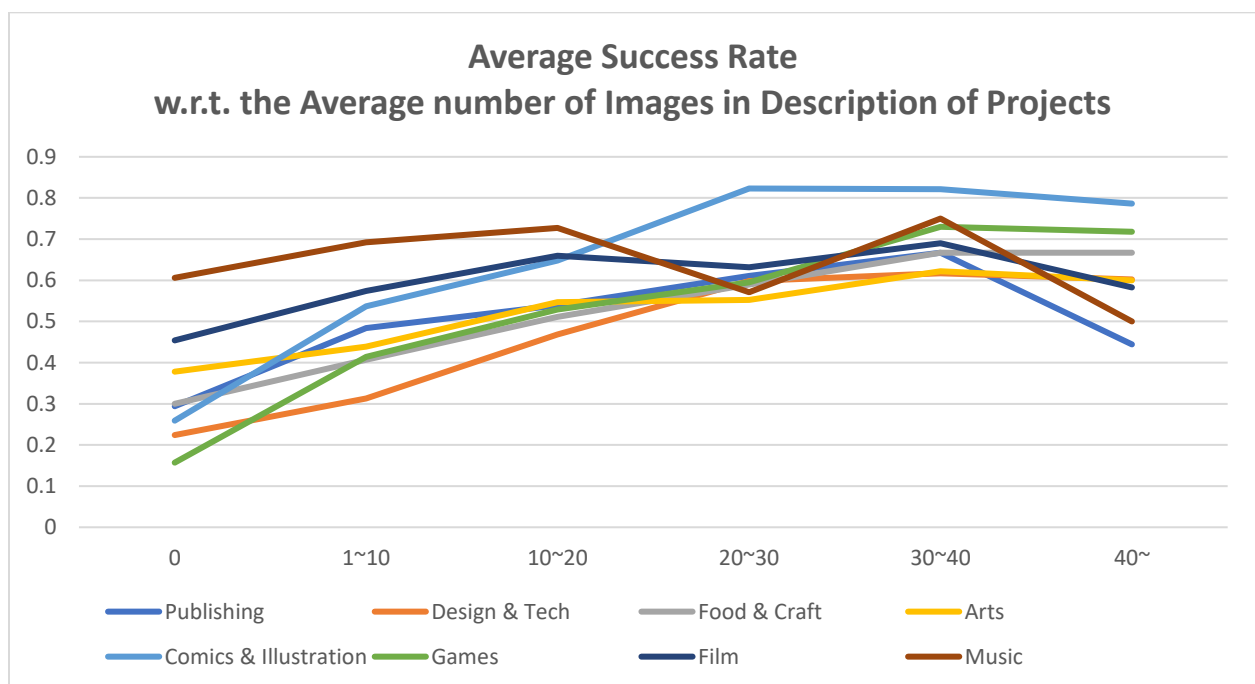Legend: Publishing, Design & Tech, Food & Craft, Arts, Games, Comics & Illustration, Film, Music

2. Average of Success Rate w.r.t. the number of facebook shares of each project

Average Success Rate
w.r.t. the Average Number of Facebook Shares of Each Category

Legend: Publishing, Design & Tech, Food & Craft, Arts, Games, Comics & Illustration, Film, Music

3. Average Success Rate w.r.t. the Average Number of Words in Description of Projects

Average Success Rate
w.r.t. the Average Number of Words in Description of Projects

X-axis: 0~200, 200~400, 400~600, 600~800, 800~1000, 1000~

Y-axis: 0 to 0.9

Legend: Publishing, Design & Tech, Food & Craft, Arts, Games, Comics & Illustration, Film, Music

4. Average Success Rate w.r.t. the Average number of Images in Description of Projects

Average Success Rate
w.r.t. the Average number of Images in Description of Projects

X-axis: 0, 1~10, 10~20, 20~30, 30~40, 40~

Y-axis: 0 to 0.9

Legend: Publishing, Design & Tech, Food & Craft, Arts, Comics & Illustration, Games, Film, Music

SQL Code

1. Average of Success Rate w.r.t. the Amount of Money of Goal of a Project

```sql
select g5.category,
case when g5s.success is null and g5.total is null then null
when g5s.success is null and g5.total is not null then 0
else round(g5s.success/g5.total,3) end as "0~10000",
case when g15s.success is null and g15.total is null then null
when g15s.success is null and g15.total is not null then 0
else round(g15s.success/g15.total,3) end as "10000~20000",
case when g25s.success is null and g25.total is null then null
when g25s.success is null and g25.total is not null then 0
else round(g25s.success/g25.total,3) end as "20000~30000",
case when g35s.success is null and g35.total is null then null
when g35s.success is null and g35.total is not null then 0
else round(g35s.success/g35.total,3) end as "30000~40000",
case when g45s.success is null and g45.total is null then null
when g45s.success is null and g45.total is not null then 0
else round(g45s.success/g45.total,3) end as "40000~50000",
case when g55s.success is null and g55.total is null then null
when g55s.success is null and g55.total is not null then 0
else round(g55s.success/g55.total,3) end as "50000~60000",
case when g65s.success is null and g65.total is null then null
when g65s.success is null and g65.total is not null then 0
else round(g65s.success/g65.total,3) end as "60000~70000",
case when g75s.success is null and g75.total is null then null
when g75s.success is null and g75.total is not null then 0
else round(g75s.success/g75.total,3) end as "70000~80000",
case when g85s.success is null and g85.total is null then null
```

when g85s.success is null and g85.total is not null then 0

else round(g85s.success/g85.total,3) end as "80000~90000",

case when g95s.success is null and g95.total is null then null

when g95s.success is null and g95.total is not null then 0

else round(g95s.success/g95.total,3) end as "90000~100000",

case when g100s.success is null and g100.total is null then null

when g100s.success is null and g100.total is not null then 0

else round(g100s.success/g100.total,3) end as "100000~"

from

(select p.ctgr category, count(*) total from proj p where p.goal > 0 and p.goal < 10000 and p.ctgr is not null group by p.ctgr) g5

left join

(select p.ctgr category, count(*) success from proj p where p.goal > 0 and p.goal < 10000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g5s

on g5.category=g5s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 10000 and p.goal < 20000 and p.ctgr is not null group by p.ctgr) g15

on g5.category=g15.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 10000 and p.goal < 20000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g15s

on g5.category=g15s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 20000 and p.goal < 30000 and p.ctgr is not null group by p.ctgr) g25

on g5.category=g25.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 20000 and p.goal < 30000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g25s

on g5.category=g25s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 30000 and p.goal < 40000 and p.ctgr is not null group by p.ctgr) g35

on g5.category=g35.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 30000 and p.goal < 40000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g35s

on g5.category=g35s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 40000 and p.goal < 50000 and p.ctgr is not null group by p.ctgr) g45

on g5.category=g45.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 40000 and p.goal < 50000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g45s

on g5.category=g45s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 50000 and p.goal < 60000 and p.ctgr is not null group by p.ctgr) g55

on g5.category=g55.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 50000 and p.goal < 60000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g55s

on g5.category=g55s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 60000 and p.goal < 70000 and p.ctgr is not null group by p.ctgr) g65

on g5.category=g65.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 60000 and p.goal < 70000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g65s

on g5.category=g65s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 70000 and p.goal < 80000 and p.ctgr is not null group by p.ctgr) g75

on g5.category=g75.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 70000 and p.goal < 80000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g75s

on g5.category=g75s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 80000 and p.goal < 90000 and p.ctgr is not null group by p.ctgr) g85

on g5.category=g85.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 80000 and p.goal < 90000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g85s

on g5.category=g85s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 90000 and p.goal < 100000 and p.ctgr is not null group by p.ctgr) g95

on g5.category=g95.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 90000 and p.goal < 100000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g95s

on g5.category=g95s.category left join

(select p.ctgr category, count(*) total from proj p where p.goal >= 100000 and p.ctgr is not null group by p.ctgr) g100

on g5.category=g100.category left join

(select p.ctgr category, count(*) success from proj p where p.goal >= 100000 and p.ctgr is not null and p.status = 'S' group by p.ctgr) g100s

on g5.category=g100s.category;

2. Average of Success Rate w.r.t. the number of facebook shares of each project

select pg1.category, round(pg1s.total/pg1.total,3) as "0~20", round(pg3s.total/pg3.total,3) as "20~40", round(pg5s.total/pg5.total,3) as "40~60",

round(pg7s.total/pg7.total,3) as "60~80", round(pg9s.total/pg9.total,3) as "80~100", round(pg10s.total/pg10.total,3) as "100~"

from

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 0 and p.facebook_shares < 20

group by p.main_category) pg1

left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 0 and p.facebook_shares < 20 and p.state = 'successful'

group by p.main_category) pg1s

on pg1.category = pg1s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 20 and p.facebook_shares < 40

group by p.main_category) pg3

on pg1.category = pg3.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 20 and p.facebook_shares < 40 and p.state = 'successful'

group by p.main_category) pg3s

on pg1.category = pg3s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 40 and p.facebook_shares < 60

group by p.main_category) pg5

on pg1.category = pg5.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 40 and p.facebook_shares < 60 and p.state = 'successful'

group by p.main_category) pg5s

on pg1.category = pg5s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 60 and p.facebook_shares < 80

group by p.main_category) pg7

on pg1.category = pg7.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 60 and p.facebook_shares < 80 and p.state = 'successful'

group by p.main_category) pg7s

on pg1.category = pg7s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 80 and p.facebook_shares < 100

group by p.main_category) pg9

on pg1.category = pg9.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 80 and p.facebook_shares < 100 and p.state = 'successful'

group by p.main_category) pg9s

on pg1.category = pg9s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 100

group by p.main_category) pg10

on pg1.category = pg10.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.facebook_shares is not null and p.facebook_shares >= 100 and p.state = 'successful'

group by p.main_category) pg10s

on pg1.category = pg10s.category;

3. Average Success Rate w.r.t. the Average Number of Words in Description of Projects

select pg1.category, round(pg1s.total/pg1.total,3) as "0~200", round(pg3s.total/pg3.total,3) as "200~400", round(pg5s.total/pg5.total,3) as "400~600",

round(pg7s.total/pg7.total,3) as "600~800", round(pg9s.total/pg9.total,3) as "800~1000", round(pg10s.total/pg10.total,3) as "1000~"

from

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 0 and p.words_description < 200

group by p.main_category) pg1

left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 0 and p.words_description < 200 and p.state = 'successful'

group by p.main_category) pg1s

on pg1.category = pg1s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 200 and p.words_description < 400

group by p.main_category) pg3

on pg1.category = pg3.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 200 and p.words_description < 400 and p.state = 'successful'

group by p.main_category) pg3s

on pg1.category = pg3s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 400 and p.words_description < 600

group by p.main_category) pg5

on pg1.category = pg5.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 400 and p.words_description < 600 and p.state = 'successful'

group by p.main_category) pg5s

on pg1.category = pg5s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 600 and p.words_description < 800

group by p.main_category) pg7

on pg1.category = pg7.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 600 and p.words_description < 800 and p.state = 'successful'

group by p.main_category) pg7s

on pg1.category = pg7s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 800 and p.words_description < 1000

group by p.main_category) pg9

on pg1.category = pg9.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 800 and p.words_description < 1000 and p.state = 'successful'

group by p.main_category) pg9s

on pg1.category = pg9s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 1000

group by p.main_category) pg10

on pg1.category = pg10.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.words_description is not null and p.words_description >= 1000 and p.state = 'successful'

group by p.main_category) pg10s

on pg1.category = pg10s.category;

4. Average Success Rate w.r.t. the Average number of Images in Description of Projects

select pg1.category, round(pg1s.total/pg1.total,3) as "0", round(pg3s.total/pg3.total,3) as "0~10", round(pg5s.total/pg5.total,3) as "10~20",

round(pg7s.total/pg7.total,3) as "20~30", round(pg9s.total/pg9.total,3) as "30~40",
round(pg10s.total/pg10.total,3) as "40~"

from

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images = 0

group by p.main_category) pg1

left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images = 0 and p.state = 'successful'

group by p.main_category) pg1s

on pg1.category = pg1s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images > 0 and p.images < 10

group by p.main_category) pg3

on pg1.category = pg3.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images > 0 and p.images < 10 and p.state =
'successful'

group by p.main_category) pg3s

on pg1.category = pg3s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 10 and p.images < 20

group by p.main_category) pg5

on pg1.category = pg5.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 10 and p.images < 20 and p.state =
'successful'

group by p.main_category) pg5s

on pg1.category = pg5s.category left join

```sql
(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 20 and p.images < 30

group by p.main_category) pg7

on pg1.category = pg7.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 20 and p.images < 30 and p.state = 'successful'

group by p.main_category) pg7s

on pg1.category = pg7s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 30 and p.images < 40

group by p.main_category) pg9

on pg1.category = pg9.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 30 and p.images < 40 and p.state = 'successful'

group by p.main_category) pg9s

on pg1.category = pg9s.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 40

group by p.main_category) pg10

on pg1.category = pg10.category left join

(select p.main_category category, count(*) total

from proj_facebook p where p.images is not null and p.images >= 40 and p.state = 'successful'

group by p.main_category) pg10s

on pg1.category = pg10s.category;
```