

TOOLS USED: SQL, Tableau, Google Sheets, Google Docs

DATA EXPLORATION:

Column Name	Data Type
id	integer
name	string
blurb	string
goal	decimal
pledged	decimal
state	string
country	string
currency	string
deadline	date
launched_at	date
staff_pick	integer
backers_count	integer
spotlight	integer
Category and sub-category	string

SQL QUERIES:

DATA CLEANING

Creating a new table identical to the raw dataset for cleaning and insight generation

SELECT

id,
name,
blurb,
goal,
pledged,
state,
country,
currency,

```

        deadline,
        launched_at,
        backers_count,
        spotlight,
        [Category and Sub-Category],
        PARSENAME(REPLACE([Category and Sub-Category],','),2) AS Category,
        PARSENAME(REPLACE([Category and Sub-Category],','),1) AS Sub_Category,
        dateadd(S, deadline, '1970-01-01 00:00:00') AS deadline_dt,
        dateadd(S, launched_at, '1970-01-01 00:00:00') AS launched_dt
    INTO
        dbo.transformed
    FROM
        Accenture..raw$

```

```

SELECT * FROM transformed
ORDER BY id ASC

```

DATA INSIGHTS

How many successful campaigns?

```

SELECT count(state)
FROM transformed
WHERE state = 'successful'

```

Total campaigns in each country

```

SELECT country, count(country) AS total_campaign_count
FROM transformed
GROUP BY country
ORDER BY total_campaign_count DESC

```

Countries with most successful campaigns

```

SELECT country, count(country) AS successful_campaign_count
FROM transformed
WHERE state = 'successful'
GROUP BY country
ORDER BY successful_campaign_count DESC

```

Which country has the maximum backers?

```

SELECT country, MAX(backers_count) AS Max_backers
FROM transformed
GROUP BY country
ORDER BY Max_backers DESC

```

How many backers in Europe?

```
DROP TABLE if exists #EuropeanCountries
CREATE TABLE #EuropeanCountries
(
    ISO2 nvarchar(2),
    "Country name" nvarchar(100)
)
BULK INSERT #EuropeanCountries
FROM 'C:\Users\Admin\Desktop\Accenture\iso3166_alpha2_codes.csv'
WITH
(
    FIRSTROW = 2,
    FIELDTERMINATOR = ','
);
```

```
select * from #EuropeanCountries
```

```
SELECT country, MAX(backers_count) AS Max_backers
FROM transformed
inner join #EuropeanCountries on transformed.country=#EuropeanCountries.ISO2
GROUP BY country
ORDER BY Max_backers DESC
```

Generating number of backers per category sub category group

```
SELECT "Category and Sub-Category",SUM(backers_count) AS back_count
FROM Accenture..raw$
GROUP BY "Category and Sub-Category"
ORDER BY back_count
```

How many successful campaigns in Tech?

```
SELECT count(state) AS success_count, Category
FROM transformed
WHERE state = 'successful' AND Category = 'technology'
GROUP BY Category
```

Which Tech category was most successful? (Tech Sub-category)

```
SELECT count(state) AS success_count, Category, Sub_Category
FROM transformed
WHERE state = 'successful' AND Category = 'technology'
GROUP BY Category, Sub_Category
ORDER BY success_count DESC
```

Is there any correlation between successful campaigns and their description?

```
SELECT name, blurb, state  
FROM transformed  
WHERE state = 'successful'
```

Checking if number of characters in a description matter for a campaign to be successful

```
SELECT blurb, len(blurb), state  
FROM transformed  
WHERE state = 'successful'
```

How many characters in a description?

```
SELECT blurb, len(blurb), state  
FROM transformed  
WHERE state = 'successful'
```

How many descriptions have over 100 characters? and how many have less than 100?

```
SELECT blurb, len(blurb), state  
FROM transformed  
WHERE state = 'successful'  
HAVING len(blurb) > 100
```

```
SELECT blurb, len(blurb), state  
FROM transformed  
WHERE state = 'successful'  
HAVING len(blurb) < 100
```

Goal & pledged insights

Lowest pledged

```
SELECT MIN(pledged)  
FROM transformed  
WHERE state = 'successful'
```

Highest pledged

```
SELECT MAX(pledged)  
FROM transformed  
WHERE state = 'successful'
```

Average pledged

```
SELECT AVG(pledged)  
FROM transformed  
WHERE state = 'successful'
```

Minimum Goal

```
SELECT MIN(goal)
FROM transformed
WHERE state = 'successful'
```

Average Goal

```
SELECT AVG(goal)
FROM transformed
WHERE state = 'successful'
```

Maximum Goal

```
SELECT MAX(goal)
FROM transformed
WHERE state = 'successful'
```

What was the average goal for tech campaigns?

```
SELECT AVG(goal), Category
FROM transformed
WHERE state = 'successful' AND Category = 'technology'
GROUP BY Category
```

Average goal for tech campaigns in Europe?

```
DROP TABLE if exists #EuropeanCountries
CREATE TABLE #EuropeanCountries
(
    ISO2 nvarchar(2),
    "Country name" nvarchar(100)
)
BULK INSERT #EuropeanCountries
FROM 'C:\Users\Admin\Desktop\CEDAR\iso3166_alpha2_codes.csv'
WITH
(
    FIRSTROW = 2,
    FIELDTERMINATOR = ','
);
```

```
select * from #EuropeanCountries
```

```
SELECT country, AVG(goal)
FROM transformed
inner join #EuropeanCountries on transformed.country=#EuropeanCountries.ISO2
WHERE state = 'successful' AND Category = 'technology'
```

GROUP BY country

Analyzing Deadline and Launched at insights :

```
SELECT count(*)  
FROM transformed  
WHERE state = 'successful' and Category = 'technology'
```

```
SELECT count(*)  
FROM transformed  
WHERE state = 'successful' AND DATEDIFF(month, launched_dt, deadline_dt) < 3 AND  
Category = 'technology'
```