

Group 7 Project 2 Writeup

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Initially at the start of Project 2, we uploaded into our repository the provided Jupyter Notebooks and two xlsx resource files, "contacts.xlsx" and "crowdfunding.xlsx." The initial code file, "part_1_crowdfunding_extract_and_transform" contains code designed to pull in the data and information from the initial xlsx files, which is then transformed into four CSV files for database storage. With these files prepared, we created our ERD diagram for the crowdfunding database. We then turned our attention to the PGAdmin work.

During this process we generated the "crowdfunding_db_schema.sql" file to create the four tables in the designated crowdfunding database. In the third phase, we created the "part_3_crowdfunding_load_file.ipynb" code to load data in the database. We did encounter some issues with loading of our tables. Professor Booth was able to assist. We had an issue with our schema that was interfering with the tables. One of our varchar settings was too low

We created our engine and connected to our tables. We then turned our attention to the queries. Our first query was to see who's pledged amount was greater than or equal to their goal. We came up with 565 results. Our next query was to link campaign outcomes to the categories. We created a visualization for this query. That prompted us to go back and look at the total number of campaigns per category. We thought that should be our first visualization. We were trying to find a logical order to our work. So, we determined the number of successful campaigns, total number of campaigns per category, and campaign outcomes to the categories.

We turned our attention to backer count to campaign outcome and backer count to pledged outcome. We then plotted a regression of successful campaigns and failed campaigns. Finally, we looked at a breakdown by country. We created a doughnut chart of campaigns by country. We looked at the number of outcomes by country and percentages of campaign outcomes.

The final analysis of our research in a nutshell. There were 565 successful campaigns. Campaigns were supported mostly from the United States by at least 76%. In terms of successful campaigns, most were in the arts or entertainment industry. Second, as the

numbers of backers go up the pledged amount goes up as well. Third, campaign outcomes remain fairly consistent across all countries.