

# crowdfunding-wrangle

August 8, 2019

## 1 10 Years of Crowdfunding on Kickstarter - Data Wrangling

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### 3 Introduction

This notebook is dedicated to the data wrangling in preparation to the data analysis of “10 Years of Crowdfunding on Kickstarter”.

I will first gather the data needed to make the analysis possible. Then, I’m going to make myself familiar with the data to understand the information and how I can use it for analysis. This involves the assessment of the data for quality and tidiness issues. The 3rd step of the wrangling is clean to our data. In order to prepare our records for analysis, I am going to correct or remove any corrupt, inaccurate and unnecessary observations. Lastly, I will output csv files containing a clean version of the data.

The Kickstarter data set was gathered in July 2019 from an automated web scraping service called Web Robots. Since 2016 they have been publishing monthly updates on on all ongoing and completed Kickstarter projects and released it to the public in the form of csv files on their website.

<https://webrobots.io/kickstarter-datasets/>

The web service does not give concrete information on how the data was scraped from the website, nor does it provide documentation about each data point. To really comprehend the data and to rule out erroneous information, I will need to collate this data set with Kickstarter’s project archive, which is accessible online without any restrictions on [www.kickstarter.com](http://www.kickstarter.com).

```
In [1]: import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
```

```

import seaborn as sns
import json
import requests
import time
from csv import writer
import sys

# style settings
# uncomment the below to avoid collapsing of dataframes
# pd.set_option('display.max_rows', 2500)
# pd.set_option('display.max_columns', 100)
# pd.set_option('display.max_colwidth', -1)

```

## 4 Data Wrangling

Let's start by reading in all 55 files, that I had downloaded from Web Robots and combine the data into one data frame.

```

In [2]: # read in all files into one dataframe
file_name = './data/Kickstarter_{}.csv'
kickstarter = pd.concat([pd.read_csv(file_name.format(i)) for i in range(57)])
kickstarter.reset_index(drop=True, inplace=True)
kickstarter.head()

```

```

Out[2]:
  backers_count  blurb \
0             48  Citizen Carpentry is building community around...
1              0  El buscador sostenible para gente responsable
2              0  Would love to show everyone the beauty Eastern...
3             44  A surrealist's guide to navigating the dark de...
4              3  Continue to develop a user friendly one-person...

                                category \
0  {"id":356,"name":"Woodworking","slug":"crafts/...
1  {"id":260,"name":"Interactive Design","slug":"...
2  {"id":277,"name":"Nature","slug":"photography/...
3  {"id":42,"name":"Pop","slug":"music/pop","posi...
4  {"id":336,"name":"Flight","slug":"technology/f...

  converted_pledged_amount  country  created_at \
0                    5528      US  1479389359
1                      0      ES  1469258234
2                      0      US  1427808788
3                    1782      US  1457626762
4                    100      US  1396014888

                                creator  currency  currency_symbol \
0  {"id":2044486203,"name":"Marcis Curtis","is_re...  USD      $
1  {"id":1498616534,"name":"Raül Gómez Freixa","i...  EUR

```

```

2 {"id":2019826059,"name":"Carmen","is_registere...   USD   $
3 {"id":184955320,"name":"T.S. Woodward","is_reg...   USD   $
4 {"id":760226815,"name":"Chris Thomas","is_regi...   USD   $

  currency_trailing_code ... \
0             True ...
1             False ...
2             True ...
3             True ...
4             True ...

                                slug \
0 citizen-carpentry-community-workshop-and-tool-...
1                                simbin
2 photographing-places-i-love-mountains-of-easte...
3 how-to-breathe-underwater-in-the-black-box-deb...
4 backpackable-high-resolution-uav-habitat-mappi...

                                source_url  spotlight  staff_pick \
0 https://www.kickstarter.com/discover/categorie...   False   False
1 https://www.kickstarter.com/discover/categorie...   False   False
2 https://www.kickstarter.com/discover/categorie...   False   False
3 https://www.kickstarter.com/discover/categorie...    True   False
4 https://www.kickstarter.com/discover/categorie...   False   False

  state  state_changed_at  static_usd_rate \
0  canceled      1485878182      1.000000
1   failed      1473524887      1.098901
2  canceled      1429360155      1.000000
3 successful      1467648766      1.000000
4   failed      1399697848      1.000000

                                urls  usd_pledged  usd_type
0 {"web":{"project":"https://www.kickstarter.com...   5528.0  domestic
1 {"web":{"project":"https://www.kickstarter.com...    0.0  domestic
2 {"web":{"project":"https://www.kickstarter.com...    0.0  domestic
3 {"web":{"project":"https://www.kickstarter.com...   1782.0  domestic
4 {"web":{"project":"https://www.kickstarter.com...   100.0  domestic

[5 rows x 37 columns]

```

## 4.1 Assessment

First, let's make ourselves visually familiar with our data. Please find the summary of each variable interpretation at the end of the section. Subsequently, I will provide a summary of quality and tidiness issues.

```
In [3]: # show data frame
kickstarter
```

```
Out [3]:
```

|        | backers_count | blurb \   |
|--------|---------------|---|
| 0      | 48            | Citizen Carpentry is building community around... |
| 1      | 0             | El buscador sostenible para gente responsable     |
| 2      | 0             | Would love to show everyone the beauty Eastern... |
| 3      | 44            | A surrealist's guide to navigating the dark de... |
| 4      | 3             | Continue to develop a user friendly one-person... |
| 5      | 5             | LOVE STORY IS ABOUT THE REAL LOVE THAT PEOPLE ... |
| 6      | 2             | Constructed from the most technologically adva... |
| 7      | 9             | Trinaad, the sound of three Worlds which was p... |
| 8      | 0             | Together we can bring a star back on the map o... |
| 9      | 165           | Songwriter Joel B. New is creating his first-e... |
| 10     | 2             | Crear un Room Escape con enigmas y mecanismos ... |
| 11     | 15            | Leggings featuring the head, lips, and skin of... |
| 12     | 47            | Christopher Lee Bayda plans to release a Chris... |
| 13     | 8             | Gulcher Records needs your help keeping alive ... |
| 14     | 0             | Help fund my life long dream of becoming a Bus... |
| 15     | 144           | We are heading back into the studio to record ... |
| 16     | 0             | The local Scene needs a boost and an affordabl... |
| 17     | 12            | Working on a coffee table book, featuring nigh... |
| 18     | 0             | You may have heard of the term Escape Room, we... |
| 19     | 2             | When the white Tee is The Daily Make it 7ees\r... |
| 20     | 71            | We're making swim trunks from trash (recycled ... |
| 21     | 112           | We create high quality, Canadian made, ocean-f... |
| 22     | 1045          | We're starting a new era of open space access,... |
| 23     | 53            | Compelling cross-genre music. Piano, cello, sa... |
| 24     | 2             | Jungle Book is the first live performance wher... |
| 25     | 66            | NeedLove Records is Philly's newest, funnest r... |
| 26     | 3             | An online memorial site acting as a all in one... |
| 27     | 0             | Broadcast whenever, wherever. Let your voice b... |
| 28     | 62            | We have designed an antimatter thruster capabl... |
| 29     | 2             | Alfie & Gaston the new BYOD (bring your own do... |
| ...    | ...           | ...   |
| 212348 | 7             | Gioielli in soutache e stampa 3d e altri mater... |
| 212349 | 32            | A short lyrical dance film about a ballet danc... |
| 212350 | 96            | A visual essay exploring humanity's relationsh... |
| 212351 | 4             | Na een werkongeval komt Mike in een rolstoel t... |
| 212352 | 32            | An addict who's lost everything finds redempti... |
| 212353 | 8             | An amazing nature inspired sterling silver sta... |
| 212354 | 44            | What if the three biggest superheroes were nev... |
| 212355 | 24            | A specially cultivated selection of LGBT art a... |
| 212356 | 27            | Help me fund the independent publishing of my ... |
| 212357 | 79            | The untold story of an inland sea, a small tow... |
| 212358 | 8             | Helping kids build a strong Islamic foundation... |
| 212359 | 21            | Support our Christian string music. With your ... |
| 212360 | 29            | Captures the journey of stray dogs that are re... |

|        |      |   |
|--------|------|---|
| 212361 | 57   | A film exploring North America's rising resist... |
| 212362 | 60   | Thomas est un mari et un père irréprochable. M... |
| 212363 | 106  | Dave, an Arizona talk-radio personality, awake... |
| 212364 | 155  | A young couple's journey through love braving ... |
| 212365 | 240  | A documentary film chronicling the humor & hea... |
| 212366 | 175  | The true inspirational story of the hip hop ar... |
| 212367 | 215  | Spoiled Milk is a USC Graduate thesis film abo... |
| 212368 | 2    | Mybullylove because your Frenchie matter!\r\nM... |
| 212369 | 35   | Dean and Molly are two teachers, who have writ... |
| 212370 | 1    | I've made potato salad before. That other guy...  |
| 212371 | 46   | 140-Page Photography Book & Family Portrait Pa... |
| 212372 | 143  | big trees broken hearts beautiful images          |
| 212373 | 204  | ZEEZ is wearable technology.ãZEEZ will adjust ... |
| 212374 | 7    | *CURRENTLY UNDER FABRICATION* Click to see wha... |
| 212375 | 1085 | A Collection of the first 220 Q2Q Comics strip... |
| 212376 | 70   | Help an artist raise funds to earn an East Bay... |
| 212377 | 37   | A short film about two brothers' power struggl... |

|    |  |
|----|--|
|    | category \   |
| 0  | {"id":356,"name":"Woodworking","slug":"crafts/...  |
| 1  | {"id":260,"name":"Interactive Design","slug": "... |
| 2  | {"id":277,"name":"Nature","slug":"photography/...  |
| 3  | {"id":42,"name":"Pop","slug":"music/pop","posi...  |
| 4  | {"id":336,"name":"Flight","slug":"technology/f...  |
| 5  | {"id":44,"name":"World Music","slug":"music/wo...  |
| 6  | {"id":263,"name":"Apparel","slug":"fashion/app...  |
| 7  | {"id":44,"name":"World Music","slug":"music/wo...  |
| 8  | {"id":44,"name":"World Music","slug":"music/wo...  |
| 9  | {"id":42,"name":"Pop","slug":"music/pop","posi...  |
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| 11 | {"id":263,"name":"Apparel","slug":"fashion/app...  |
| 12 | {"id":43,"name":"Rock","slug":"music/rock","po...  |
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| 27 | {"id":357,"name":"Audio","slug":"journalism/au...  |
| 28 | {"id":340,"name":"Space Exploration","slug":"t...  |

```

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...
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212374 {"id":258,"name":"Architecture","slug":"design...
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212376 {"id":45,"name":"Art Books","slug":"publishing...
212377 {"id":32,"name":"Shorts","slug":"film & video/...

```

|    | converted_pledged_amount | country | created_at | \ |
|----|--------------------------|---------|------------|---|
| 0  | 5528                     | US      | 1479389359 |   |
| 1  | 0                        | ES      | 1469258234 |   |
| 2  | 0                        | US      | 1427808788 |   |
| 3  | 1782                     | US      | 1457626762 |   |
| 4  | 100                      | US      | 1396014888 |   |
| 5  | 265                      | US      | 1376248448 |   |
| 6  | 2                        | GB      | 1540592817 |   |
| 7  | 570                      | FR      | 1491551387 |   |
| 8  | 0                        | US      | 1374507930 |   |
| 9  | 7001                     | US      | 1447342675 |   |
| 10 | 696                      | ES      | 1482321058 |   |
| 11 | 241                      | US      | 1441251288 |   |
| 12 | 5301                     | US      | 1356637207 |   |
| 13 | 1522                     | US      | 1428429392 |   |

|        |        |     |            |
|--------|--------|-----|------------|
| 14     | 0      | US  | 1421357956 |
| 15     | 8909   | US  | 1333653229 |
| 16     | 0      | US  | 1465520471 |
| 17     | 556    | US  | 1534609628 |
| 18     | 0      | GB  | 1456487139 |
| 19     | 16     | US  | 1504893560 |
| 20     | 9013   | US  | 1525195699 |
| 21     | 8628   | CA  | 1486009590 |
| 22     | 121890 | GB  | 1429961560 |
| 23     | 2347   | US  | 1495114436 |
| 24     | 12     | NL  | 1437162117 |
| 25     | 12134  | US  | 1410808744 |
| 26     | 88     | GB  | 1560935695 |
| 27     | 0      | US  | 1409503675 |
| 28     | 2280   | US  | 1478990568 |
| 29     | 26     | CA  | 1523307267 |
| ...    | ...    | ... | ...        |
| 212348 | 330    | IT  | 1552604623 |
| 212349 | 2901   | GB  | 1548350718 |
| 212350 | 10834  | GB  | 1404650625 |
| 212351 | 63     | BE  | 1487426650 |
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| 212353 | 788    | HK  | 1551832943 |
| 212354 | 3669   | US  | 1439248125 |
| 212355 | 417    | US  | 1538142145 |
| 212356 | 1090   | US  | 1414018735 |
| 212357 | 5109   | US  | 1422379803 |
| 212358 | 500    | US  | 1467155011 |
| 212359 | 1501   | US  | 1428699369 |
| 212360 | 1748   | CA  | 1454447137 |
| 212361 | 4221   | US  | 1426795188 |
| 212362 | 8389   | FR  | 1436436273 |
| 212363 | 8075   | US  | 1364178093 |
| 212364 | 7601   | US  | 1397593281 |
| 212365 | 40472  | US  | 1443548881 |
| 212366 | 12485  | US  | 1500346541 |
| 212367 | 18291  | US  | 1516668607 |
| 212368 | 3      | DE  | 1537691418 |
| 212369 | 794    | GB  | 1552939806 |
| 212370 | 15     | US  | 1404774769 |
| 212371 | 4428   | US  | 1535425598 |
| 212372 | 10626  | US  | 1324229394 |
| 212373 | 18545  | US  | 1506353787 |
| 212374 | 844    | CA  | 1520476045 |
| 212375 | 40383  | US  | 1400012342 |
| 212376 | 5664   | US  | 1516651715 |
| 212377 | 5500   | US  | 1485918329 |

|        |  | creator | currency | \ |
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| 2      | {"id":2019826059,"name":"Carmen","is_registere...  |         | USD      |   |
| 3      | {"id":184955320,"name":"T.S. Woodward","is_reg...  |         | USD      |   |
| 4      | {"id":760226815,"name":"Chris Thomas","is_regi...  |         | USD      |   |
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| 23     | {"id":517538872,"name":"Max Highstein","is_reg...  |         | USD      |   |
| 24     | {"id":1076693599,"name":"Peter van Strien","is...  |         | EUR      |   |
| 25     | {"id":1286216545,"name":"NeedLove Records","is...  |         | USD      |   |
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| 212358 | {"id":1614936585,"name":"Samira Zaidi Rizvi",..."  |         | USD      |   |
| 212359 | {"id":982604453,"name":"Spirited Strings","is_...  |         | USD      |   |
| 212360 | {"id":1737599005,"name":"Alysha Biljan","is_re...  |         | CAD      |   |
| 212361 | {"id":1940543887,"name":"Rachael and Marianna"...  |         | USD      |   |
| 212362 | {"id":2030287359,"name":"David GUIRAUD","slug"...  |         | EUR      |   |
| 212363 | {"id":1469945560,"name":"Nate Jones","is_regis...  |         | USD      |   |



|        |   |     |
|--------|---|-----|
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| 212365 | {"id":1543279699,"name":"Greenie Films","slug"... | USD |
| 212366 | {"id":1241791799,"name":"kj52","slug":"kj52","... | USD |
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| 212368 | {"id":590148179,"name":"Sven Uhrmacher","is_re... | EUR |
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|        | currency_symbol | currency_trailing_code | ... | \ |
|--------|-----------------|------------------------|-----|---|
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| 1      |                 | False                  | ... |   |
| 2      | \$              | True                   | ... |   |
| 3      | \$              | True                   | ... |   |
| 4      | \$              | True                   | ... |   |
| 5      | \$              | True                   | ... |   |
| 6      | č               | False                  | ... |   |
| 7      |                 | False                  | ... |   |
| 8      | \$              | True                   | ... |   |
| 9      | \$              | True                   | ... |   |
| 10     |                 | False                  | ... |   |
| 11     | \$              | True                   | ... |   |
| 12     | \$              | True                   | ... |   |
| 13     | \$              | True                   | ... |   |
| 14     | \$              | True                   | ... |   |
| 15     | \$              | True                   | ... |   |
| 16     | \$              | True                   | ... |   |
| 17     | \$              | True                   | ... |   |
| 18     | č               | False                  | ... |   |
| 19     | \$              | True                   | ... |   |
| 20     | \$              | True                   | ... |   |
| 21     | \$              | True                   | ... |   |
| 22     | č               | False                  | ... |   |
| 23     | \$              | True                   | ... |   |
| 24     |                 | False                  | ... |   |
| 25     | \$              | True                   | ... |   |
| 26     | č               | False                  | ... |   |
| 27     | \$              | True                   | ... |   |
| 28     | \$              | True                   | ... |   |
| 29     | \$              | True                   | ... |   |
| ...    | ...             | ...                    | ... |   |
| 212348 |                 | False                  | ... |   |

|        |    |       |     |
|--------|----|-------|-----|
| 212349 | č  | False | ... |
| 212350 | č  | False | ... |
| 212351 |    | False | ... |
| 212352 | \$ | True  | ... |
| 212353 | \$ | True  | ... |
| 212354 | \$ | True  | ... |
| 212355 | \$ | True  | ... |
| 212356 | \$ | True  | ... |
| 212357 | \$ | True  | ... |
| 212358 | \$ | True  | ... |
| 212359 | \$ | True  | ... |
| 212360 | \$ | True  | ... |
| 212361 | \$ | True  | ... |
| 212362 |    | False | ... |
| 212363 | \$ | True  | ... |
| 212364 | \$ | True  | ... |
| 212365 | \$ | True  | ... |
| 212366 | \$ | True  | ... |
| 212367 | \$ | True  | ... |
| 212368 |    | False | ... |
| 212369 | č  | False | ... |
| 212370 | \$ | True  | ... |
| 212371 | \$ | True  | ... |
| 212372 | \$ | True  | ... |
| 212373 | \$ | True  | ... |
| 212374 | \$ | True  | ... |
| 212375 | \$ | True  | ... |
| 212376 | \$ | True  | ... |
| 212377 | \$ | True  | ... |

|    |   | slug \                      |
|----|---|-----------------------------|
| 0  | citizen-carpentry-community-workshop-and-tool-... |                             |
| 1  |   | simbin                      |
| 2  | photographing-places-i-love-mountains-of-easte... |                             |
| 3  | how-to-breathe-underwater-in-the-black-box-deb... |                             |
| 4  | backpackable-high-resolution-uav-habitat-mappi... |                             |
| 5  |   | love-story                  |
| 6  | mens-athleisure-innovative-fashion-sportswear-... |                             |
| 7  | trinaad-the-sound-of-three-worlds-new-album       |                             |
| 8  |   | detroit-revue-concert       |
| 9  | lets-commit-to-a-murder-she-wrote-album-of-pop... |                             |
| 10 |   | room-escape-vip             |
| 11 | donald-trump-kiss-leggings-inspired-by-hp-love... |                             |
| 12 | we-wish-you-a-merry-rockin-christmas              |                             |
| 13 |   | gulcher-records-hat-trick   |
| 14 |   | bush-pilot                  |
| 15 |   | loftlands-new-album         |
| 16 |   | methuselah-speaks-records-0 |

|        |   |
|--------|---|
| 17     | abandoned-route-66-a-view-into-times-long-gone    |
| 18     | the-riddlers-lair                                 |
| 19     | 7ess  |
| 20     | junk-in-your-trunkstm                             |
| 21     | sea-change-clothing-co-change-looks-good-on-you   |
| 22     | moonspike-the-worlds-first-crowdfunded-moon-ro... |
| 23     | flying-not-falling-new-age-music-gone-world       |
| 24     | the-first-live-performance-in-an-holographic-w... |
| 25     | lets-get-needloves-records-spinning               |
| 26     | myhereafter-interactive-online-memorials          |
| 27     | elsie-digital-broadcasting                        |
| 28     | antimatter-fuel-production                        |
| 29     | alfie-and-gaston-the-dog-cafe                     |
| ...    | ...   |
| 212348 | laboratorio-artigianale-gioielli-soutache-3d      |
| 212349 | last-dance-short-film-project                     |
| 212350 | gill-and-gill-a-film-comparing-bouldering-and...  |
| 212351 | kortfilm-een-liefdestheorie                       |
| 212352 | i-am-jacks-apocalypse                             |
| 212353 | acacia-sterling-silver-and-diamonds-statement...  |
| 212354 | the-dark-detective-batman-meets-film-noir         |
| 212355 | i-am-who-i-am-becoming-who-i-am-lgbt-zine         |
| 212356 | feleap-the-frog-and-the-great-big-circus-adven... |
| 212357 | the-michigan-ice-film                             |
| 212358 | little-muslims-books-a-new-series-for-children    |
| 212359 | spirited-strings-moved-by-the-spirit-christian... |
| 212360 | strayed   |
| 212361 | none-shall-pass-blockadia-in-north-america        |
| 212362 | en-proie-court-metrage-short-film                 |
| 212363 | tongue-tied-the-first-film-depicting-bilingua...  |
| 212364 | her-story   |
| 212365 | its-not-a-burden-a-documentary-film               |
| 212366 | the-kj52-documentary                              |
| 212367 | spoiled-milk-a-usc-thesis-film                    |
| 212368 | futter-fur-franzosische-bulldoggen                |
| 212369 | special-measures-a-one-act-play                   |
| 212370 | potato-salad-thats-better-than-that-other-guys    |
| 212371 | manono-samoa-family-portrait-and-photography-book |
| 212372 | leave-me-like-you-found-me-finishing-funds        |
| 212373 | zeez-worlds-first-smart-and-affordable-sleep-mask |
| 212374 | leafbox-concept-10-offgrid-pop-up-event-and-re... |
| 212375 | q2q-comics-volume-1                               |
| 212376 | the-positions-and-situations-project-ebcf-matc... |
| 212377 | maranatha-short-film                              |

|   | source_url  | spotlight | \ |
|---|---|-----------|---|
| 0 | <a href="https://www.kickstarter.com/discover/categories/technology">https://www.kickstarter.com/discover/categories/technology</a> | False     |   |
| 1 | <a href="https://www.kickstarter.com/discover/categories/technology">https://www.kickstarter.com/discover/categories/technology</a> | False     |   |

[illegible]

|        |   |       |
|--------|---|-------|
| 212367 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212368 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 212369 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212370 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212371 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 212372 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212373 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 212374 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 212375 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212376 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |
| 212377 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | True  |

|        | staff_pick | state      | state_changed_at | static_usd_rate | \ |
|--------|------------|------------|------------------|-----------------|---|
| 0      | False      | canceled   | 1485878182       | 1.000000        |   |
| 1      | False      | failed     | 1473524887       | 1.098901        |   |
| 2      | False      | canceled   | 1429360155       | 1.000000        |   |
| 3      | False      | successful | 1467648766       | 1.000000        |   |
| 4      | False      | failed     | 1399697848       | 1.000000        |   |
| 5      | False      | failed     | 1379104056       | 1.000000        |   |
| 6      | False      | failed     | 1543262049       | 1.281307        |   |
| 7      | False      | failed     | 1494225191       | 1.064353        |   |
| 8      | False      | failed     | 1378828200       | 1.000000        |   |
| 9      | False      | successful | 1459948483       | 1.000000        |   |
| 10     | False      | failed     | 1486503249       | 1.044880        |   |
| 11     | False      | successful | 1443934368       | 1.000000        |   |
| 12     | False      | successful | 1370999595       | 1.000000        |   |
| 13     | False      | successful | 1432679830       | 1.000000        |   |
| 14     | False      | suspended  | 1422045322       | 1.000000        |   |
| 15     | False      | successful | 1338035606       | 1.000000        |   |
| 16     | False      | canceled   | 1467128365       | 1.000000        |   |
| 17     | False      | failed     | 1539809566       | 1.000000        |   |
| 18     | False      | failed     | 1464365994       | 1.450493        |   |
| 19     | False      | failed     | 1507835083       | 1.000000        |   |
| 20     | False      | successful | 1530136720       | 1.000000        |   |
| 21     | False      | successful | 1492439696       | 0.750948        |   |
| 22     | True       | failed     | 1446415216       | 1.515586        |   |
| 23     | False      | failed     | 1498010402       | 1.000000        |   |
| 24     | False      | failed     | 1444664263       | 1.105066        |   |
| 25     | False      | successful | 1464919270       | 1.000000        |   |
| 26     | False      | live       | 1561047260       | 1.256182        |   |
| 27     | False      | failed     | 1412547578       | 1.000000        |   |
| 28     | False      | successful | 1480658968       | 1.000000        |   |
| 29     | False      | failed     | 1528499378       | 0.781800        |   |
| ...    | ...        | ...        | ...              | ...             |   |
| 212348 | False      | failed     | 1555622384       | 1.133532        |   |
| 212349 | False      | successful | 1551345671       | 1.320242        |   |
| 212350 | True       | successful | 1407960010       | 1.708117        |   |
| 212351 | False      | successful | 1496920864       | 1.059100        |   |

|        |       |            |            |          |
|--------|-------|------------|------------|----------|
| 212352 | False | failed     | 1406418015 | 1.000000 |
| 212353 | False | failed     | 1555160817 | 0.127384 |
| 212354 | False | successful | 1449975600 | 1.000000 |
| 212355 | False | successful | 1545166748 | 1.000000 |
| 212356 | False | successful | 1416752843 | 1.000000 |
| 212357 | True  | successful | 1426712413 | 1.000000 |
| 212358 | False | successful | 1470245156 | 1.000000 |
| 212359 | False | successful | 1433865912 | 1.000000 |
| 212360 | False | successful | 1458561601 | 0.715168 |
| 212361 | False | successful | 1430950513 | 1.000000 |
| 212362 | True  | successful | 1441467517 | 1.094042 |
| 212363 | False | successful | 1367560741 | 1.000000 |
| 212364 | False | successful | 1401911135 | 1.000000 |
| 212365 | False | successful | 1445532984 | 1.000000 |
| 212366 | False | successful | 1507817099 | 1.000000 |
| 212367 | True  | successful | 1521181423 | 1.000000 |
| 212368 | False | failed     | 1540288557 | 1.175779 |
| 212369 | False | successful | 1557003788 | 1.313817 |
| 212370 | False | successful | 1407427744 | 1.000000 |
| 212371 | True  | failed     | 1539026211 | 1.000000 |
| 212372 | True  | successful | 1326921406 | 1.000000 |
| 212373 | False | canceled   | 1526567811 | 1.000000 |
| 212374 | False | failed     | 1526400870 | 0.782943 |
| 212375 | False | successful | 1448946001 | 1.000000 |
| 212376 | False | successful | 1542959940 | 1.000000 |
| 212377 | False | successful | 1488520802 | 1.000000 |

|    | urls   | usd_pledged \ |
|----|--|---------------|
| 0  | {"web":{"project":"https://www.kickstarter.com..." | 5528.000000   |
| 1  | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 2  | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 3  | {"web":{"project":"https://www.kickstarter.com..." | 1782.000000   |
| 4  | {"web":{"project":"https://www.kickstarter.com..." | 100.000000    |
| 5  | {"web":{"project":"https://www.kickstarter.com..." | 265.000000    |
| 6  | {"web":{"project":"https://www.kickstarter.com..." | 2.562614      |
| 7  | {"web":{"project":"https://www.kickstarter.com..." | 553.463513    |
| 8  | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 9  | {"web":{"project":"https://www.kickstarter.com..." | 7001.000000   |
| 10 | {"web":{"project":"https://www.kickstarter.com..." | 679.171786    |
| 11 | {"web":{"project":"https://www.kickstarter.com..." | 241.000000    |
| 12 | {"web":{"project":"https://www.kickstarter.com..." | 5301.000000   |
| 13 | {"web":{"project":"https://www.kickstarter.com..." | 1522.660000   |
| 14 | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 15 | {"web":{"project":"https://www.kickstarter.com..." | 8909.540000   |
| 16 | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 17 | {"web":{"project":"https://www.kickstarter.com..." | 556.000000    |
| 18 | {"web":{"project":"https://www.kickstarter.com..." | 0.000000      |
| 19 | {"web":{"project":"https://www.kickstarter.com..." | 16.000000     |

|        |   |               |
|--------|---|---------------|
| 20     | {"web":{"project":"https://www.kickstarter.com... | 9013.000000   |
| 21     | {"web":{"project":"https://www.kickstarter.com... | 8618.630999   |
| 22     | {"web":{"project":"https://www.kickstarter.com... | 119674.800519 |
| 23     | {"web":{"project":"https://www.kickstarter.com... | 2347.000000   |
| 24     | {"web":{"project":"https://www.kickstarter.com... | 12.155730     |
| 25     | {"web":{"project":"https://www.kickstarter.com... | 12134.000000  |
| 26     | {"web":{"project":"https://www.kickstarter.com... | 89.188921     |
| 27     | {"web":{"project":"https://www.kickstarter.com... | 0.000000      |
| 28     | {"web":{"project":"https://www.kickstarter.com... | 2280.000000   |
| 29     | {"web":{"project":"https://www.kickstarter.com... | 27.362990     |
| ...    | ...   | ...           |
| 212348 | {"web":{"project":"https://www.kickstarter.com... | 332.124987    |
| 212349 | {"web":{"project":"https://www.kickstarter.com... | 2879.447409   |
| 212350 | {"web":{"project":"https://www.kickstarter.com... | 11013.938223  |
| 212351 | {"web":{"project":"https://www.kickstarter.com... | 59.309594     |
| 212352 | {"web":{"project":"https://www.kickstarter.com... | 4036.000000   |
| 212353 | {"web":{"project":"https://www.kickstarter.com... | 787.745624    |
| 212354 | {"web":{"project":"https://www.kickstarter.com... | 3669.000000   |
| 212355 | {"web":{"project":"https://www.kickstarter.com... | 417.000000    |
| 212356 | {"web":{"project":"https://www.kickstarter.com... | 1090.000000   |
| 212357 | {"web":{"project":"https://www.kickstarter.com... | 5109.000000   |
| 212358 | {"web":{"project":"https://www.kickstarter.com... | 500.000000    |
| 212359 | {"web":{"project":"https://www.kickstarter.com... | 1501.000000   |
| 212360 | {"web":{"project":"https://www.kickstarter.com... | 1631.298048   |
| 212361 | {"web":{"project":"https://www.kickstarter.com... | 4221.000000   |
| 212362 | {"web":{"project":"https://www.kickstarter.com... | 8232.663266   |
| 212363 | {"web":{"project":"https://www.kickstarter.com... | 8075.120000   |
| 212364 | {"web":{"project":"https://www.kickstarter.com... | 7601.000000   |
| 212365 | {"web":{"project":"https://www.kickstarter.com... | 40472.000000  |
| 212366 | {"web":{"project":"https://www.kickstarter.com... | 12485.000000  |
| 212367 | {"web":{"project":"https://www.kickstarter.com... | 18291.000000  |
| 212368 | {"web":{"project":"https://www.kickstarter.com... | 3.527337      |
| 212369 | {"web":{"project":"https://www.kickstarter.com... | 792.231663    |
| 212370 | {"web":{"project":"https://www.kickstarter.com... | 15.000000     |
| 212371 | {"web":{"project":"https://www.kickstarter.com... | 4428.000000   |
| 212372 | {"web":{"project":"https://www.kickstarter.com... | 10626.000000  |
| 212373 | {"web":{"project":"https://www.kickstarter.com... | 18545.000000  |
| 212374 | {"web":{"project":"https://www.kickstarter.com... | 846.361502    |
| 212375 | {"web":{"project":"https://www.kickstarter.com... | 40383.000000  |
| 212376 | {"web":{"project":"https://www.kickstarter.com... | 5664.800000   |
| 212377 | {"web":{"project":"https://www.kickstarter.com... | 5500.000000   |

|   |          |
|---|----------|
|   | usd_type |
| 0 | domestic |
| 1 | domestic |
| 2 | domestic |
| 3 | domestic |
| 4 | domestic |

|        |          |
|--------|----------|
| 5      | domestic |
| 6      | domestic |
| 7      | domestic |
| 8      | domestic |
| 9      | domestic |
| 10     | domestic |
| 11     | domestic |
| 12     | domestic |
| 13     | domestic |
| 14     | domestic |
| 15     | domestic |
| 16     | domestic |
| 17     | domestic |
| 18     | domestic |
| 19     | domestic |
| 20     | domestic |
| 21     | domestic |
| 22     | domestic |
| 23     | domestic |
| 24     | domestic |
| 25     | domestic |
| 26     | domestic |
| 27     | domestic |
| 28     | domestic |
| 29     | domestic |
| ...    | ...      |
| 212348 | domestic |
| 212349 | domestic |
| 212350 | domestic |
| 212351 | domestic |
| 212352 | domestic |
| 212353 | domestic |
| 212354 | domestic |
| 212355 | domestic |
| 212356 | domestic |
| 212357 | domestic |
| 212358 | domestic |
| 212359 | domestic |
| 212360 | domestic |
| 212361 | domestic |
| 212362 | domestic |
| 212363 | domestic |
| 212364 | domestic |
| 212365 | domestic |
| 212366 | domestic |
| 212367 | domestic |
| 212368 | domestic |
| 212369 | domestic |



```
212370 domestic
212371 domestic
212372 domestic
212373 domestic
212374 domestic
212375 domestic
212376 domestic
212377 domestic
```

```
[212378 rows x 37 columns]
```

My first impression on the data is, that we got a lot of useful information. However, I also notice that I am unable to comprehend the information ad-hoc. There are quite some JSON strings that were insufficiently extracted from the website. To gain a better understanding, I will need to apply programmatic assessment techniques to this data set.

```
In [4]: kickstarter.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 212378 entries, 0 to 212377
Data columns (total 37 columns):
backers_count      212378 non-null int64
blurb              212370 non-null object
category           212378 non-null object
converted_pledged_amount  212378 non-null int64
country            212378 non-null object
created_at         212378 non-null int64
creator            212378 non-null object
currency           212378 non-null object
currency_symbol    212378 non-null object
currency_trailing_code  212378 non-null bool
current_currency   212378 non-null object
deadline           212378 non-null int64
disable_communication  212378 non-null bool
friends            204 non-null object
fx_rate            212378 non-null float64
goal               212378 non-null float64
id                 212378 non-null int64
is_backing         204 non-null object
is_starrable       212378 non-null bool
is_starred         204 non-null object
launched_at        212378 non-null int64
location           212159 non-null object
name               212378 non-null object
permissions        204 non-null object
photo              212378 non-null object
pledged            212378 non-null float64
profile            212378 non-null object
```

```

slug                212378 non-null object
source_url          212378 non-null object
spotlight           212378 non-null bool
staff_pick           212378 non-null bool
state               212378 non-null object
state_changed_at    212378 non-null int64
static_usd_rate      212378 non-null float64
urls                212378 non-null object
usd_pledged          212378 non-null float64
usd_type             212258 non-null object
dtypes: bool(5), float64(5), int64(7), object(20)
memory usage: 52.9+ MB

```

```

In [5]: # find duplicated projects
        kickstarter[kickstarter.id.duplicated()].info()

```

```

<class 'pandas.core.frame.DataFrame'>
Int64Index: 27240 entries, 1609 to 212376
Data columns (total 37 columns):
backers_count        27240 non-null int64
blurb                27240 non-null object
category             27240 non-null object
converted_pledged_amount  27240 non-null int64
country              27240 non-null object
created_at           27240 non-null int64
creator              27240 non-null object
currency             27240 non-null object
currency_symbol      27240 non-null object
currency_trailing_code  27240 non-null bool
current_currency     27240 non-null object
deadline             27240 non-null int64
disable_communication  27240 non-null bool
friends              102 non-null object
fx_rate              27240 non-null float64
goal                 27240 non-null float64
id                   27240 non-null int64
is_backing           102 non-null object
is_starrable         27240 non-null bool
is_starred           102 non-null object
launched_at          27240 non-null int64
location             27238 non-null object
name                 27240 non-null object
permissions          102 non-null object
photo                27240 non-null object
pledged              27240 non-null float64
profile              27240 non-null object
slug                 27240 non-null object

```

```

source_url          27240 non-null object
spotlight           27240 non-null bool
staff_pick           27240 non-null bool
state                27240 non-null object
state_changed_at     27240 non-null int64
static_usd_rate      27240 non-null float64
urls                 27240 non-null object
usd_pledged          27240 non-null float64
usd_type             27181 non-null object
dtypes: bool(5), float64(5), int64(7), object(20)
memory usage: 7.0+ MB

```

```
In [6]: # assess composition of category
```

```
kickstarter[kickstarter.index == 192044]['category'][192044]
```

```
Out[6]: '{"id":51,"name":"Software","slug":"technology/software","position":11,"parent_id":16,"
```

```
In [7]: # assess category example with missing subcategory
```

```
kickstarter[kickstarter.index == 210071]['category'][210071]
```

```
Out[7]: '{"id":1,"name":"Art","slug":"art","position":1,"color":16760235,"urls":{"web":{"disco
```

```
In [8]: # assess composition of blurb
```

```
kickstarter[kickstarter.index == 22954]['blurb'][22954]
```

```
Out[8]: "Separating friends from enemies is hard enough, but when the city is at stake, even s
```

```
In [9]: # show projects with missing blurb, they were almost all canceled
```

```
kickstarter[kickstarter.blurb.isna()]
```

```
Out[9]:
```

|        | backers_count | blurb | \ |
|--------|---------------|-------|---|
| 39268  | 0             | NaN   |   |
| 68694  | 39            | NaN   |   |
| 77878  | 0             | NaN   |   |
| 91956  | 242           | NaN   |   |
| 104928 | 0             | NaN   |   |
| 137586 | 2             | NaN   |   |
| 139968 | 0             | NaN   |   |
| 160790 | 0             | NaN   |   |

|        | category  | \ |
|--------|---|---|
| 39268  | {"id":20,"name":"Conceptual Art","slug":"art/c... |   |
| 68694  | {"id":269,"name":"Ready-to-wear","slug":"fashi... |   |
| 77878  | {"id":20,"name":"Conceptual Art","slug":"art/c... |   |
| 91956  | {"id":339,"name":"Sound","slug":"technology/so... |   |
| 104928 | {"id":286,"name":"Spaces","slug":"theater/spac... |   |
| 137586 | {"id":351,"name":"Printing","slug":"crafts/pri... |   |
| 139968 | {"id":21,"name":"Digital Art","slug":"art/digi... |   |

160790 {"id":311,"name":"Food Trucks","slug":"food/fo...

|        | converted_pledged_amount | country | created_at \ |
|--------|--------------------------|---------|--------------|
| 39268  | 0                        | US      | 1424103554   |
| 68694  | 8675                     | DE      | 1504364375   |
| 77878  | 0                        | US      | 1331063276   |
| 91956  | 54599                    | GB      | 1435830664   |
| 104928 | 0                        | US      | 1449537429   |
| 137586 | 20                       | US      | 1406991938   |
| 139968 | 0                        | US      | 1509679461   |
| 160790 | 0                        | US      | 1473363868   |

|        | creator   | currency \ |
|--------|---|------------|
| 39268  | {"id":1316410093,"name":"Rumi Forum","slug":"i... | USD        |
| 68694  | {"id":1303591875,"name":"Annabelle Deisler","i... | EUR        |
| 77878  | {"id":79887943,"name":"Brian Mercer","is_regis... | USD        |
| 91956  | {"id":161070731,"name":"ACWorldwide","slug":"a... | GBP        |
| 104928 | {"id":376626888,"name":"Amanda Donnadio (delet... | USD        |
| 137586 | {"id":2029667279,"name":"Danger Grills","slug"... | USD        |
| 139968 | {"id":1454907110,"name":"moe","is_registered":... | USD        |
| 160790 | {"id":874463436,"name":"LeMae Fitzwater","is_r... | USD        |

|        | currency_symbol | currency_trailing_code ... \ |
|--------|-----------------|------------------------------|
| 39268  | \$              | True ...                     |
| 68694  |                 | False ...                    |
| 77878  | \$              | True ...                     |
| 91956  | č               | False ...                    |
| 104928 | \$              | True ...                     |
| 137586 | \$              | True ...                     |
| 139968 | \$              | True ...                     |
| 160790 | \$              | True ...                     |

|        | slug \   |
|--------|--|
| 39268  | international-festival-of-language-and-culture |
| 68694  | serious-business-collection                    |
| 77878  | the-lineup-0                                   |
| 91956  | star-wars-bluetooth-speakers                   |
| 104928 | long-island-school-auditorium                  |
| 137586 | online-sticker-book-vending-machine            |
| 139968 | charivari                                      |
| 160790 | foragers-cuisine-food-truck                    |

|        | source_url  | spotlight \ |
|--------|---|-------------|
| 39268  | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False       |
| 68694  | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False       |
| 77878  | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False       |
| 91956  | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False       |
| 104928 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False       |

|        |   |       |
|--------|---|-------|
| 137586 | https://www.kickstarter.com/discover/categorie... | False |
| 139968 | https://www.kickstarter.com/discover/categorie... | False |
| 160790 | https://www.kickstarter.com/discover/categorie... | False |

|        | staff_pick | state    | state_changed_at | static_usd_rate | \ |
|--------|------------|----------|------------------|-----------------|---|
| 39268  | False      | canceled | 1424449267       | 1.000000        |   |
| 68694  | False      | failed   | 1507625190       | 1.203700        |   |
| 77878  | False      | canceled | 1331581327       | 1.000000        |   |
| 91956  | False      | canceled | 1443825021       | 1.516337        |   |
| 104928 | False      | canceled | 1449571384       | 1.000000        |   |
| 137586 | False      | canceled | 1408333920       | 1.000000        |   |
| 139968 | False      | failed   | 1515800048       | 1.000000        |   |
| 160790 | False      | canceled | 1473968146       | 1.000000        |   |

|        | urls   | usd_pledged  | \ |
|--------|--|--------------|---|
| 39268  | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |   |
| 68694  | {"web":{"project":"https://www.kickstarter.com..."}} | 8873.674115  |   |
| 77878  | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |   |
| 91956  | {"web":{"project":"https://www.kickstarter.com..."}} | 54676.079907 |   |
| 104928 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |   |
| 137586 | {"web":{"project":"https://www.kickstarter.com..."}} | 20.000000    |   |
| 139968 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |   |
| 160790 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |   |

|        | usd_type |
|--------|----------|
| 39268  | domestic |
| 68694  | domestic |
| 77878  | domestic |
| 91956  | domestic |
| 104928 | domestic |
| 137586 | domestic |
| 139968 | domestic |
| 160790 | domestic |

[8 rows x 37 columns]

```
In [10]: # show values of country values
kickstarter.country.value_counts()
```

```
Out[10]: US    149350
         GB     23816
         CA      9960
         AU      5002
         DE      3628
         FR      2862
         MX      2524
         IT      2472
         ES      2120
```

```

NL      1838
SE      1465
HK      1192
NZ       947
DK       940
SG       753
CH       709
IE       672
BE       602
NO       516
AT       509
JP       432
LU        69
Name: country, dtype: int64

```

```

In [11]: # assess composition of location
kickstarter[['country', 'location']]

```

```

Out[11]:
   country
0      US  {"id":2486982,"name":"St. Louis","slug":"st-lo...
1      ES  {"id":753692,"name":"Barcelona","slug":"barcel...
2      US  {"id":2396395,"name":"Eastern","slug":"eastern...
3      US  {"id":2356940,"name":"Athens","slug":"athens-g...
4      US  {"id":2441116,"name":"Logan","slug":"logan-ut"...
5      US  {"id":2503713,"name":"Tallahassee","slug":"tal...
6      GB  {"id":32562,"name":"Preston","slug":"preston-l...
7      FR  {"id":29332634,"name":"France","slug":"france-...
8      US  {"id":2391585,"name":"Detroit","slug":"detroit...
9      US  {"id":2459115,"name":"New York","slug":"new-yo...
10     ES  {"id":753692,"name":"Barcelona","slug":"barcel...
11     US  {"id":2487956,"name":"San Francisco","slug":"s...
12     US  {"id":2381475,"name":"Cleveland","slug":"cleve...
13     US  {"id":2466256,"name":"Orlando","slug":"orlando...
14     US  {"id":2412843,"name":"Grand Rapids","slug":"gr...
15     US  {"id":2369668,"name":"Brodhead","slug":"brodhe...
16     US  {"id":2413753,"name":"Green Bay","slug":"green...
17     US  {"id":2467662,"name":"Palm Bay","slug":"palm-b...
18     GB  {"id":11490,"name":"Aylesbury","slug":"aylesbu...
19     US  {"id":2423203,"name":"Hollister","slug":"holli...
20     US  {"id":2459115,"name":"New York","slug":"new-yo...
21     CA  {"id":8676,"name":"Edmonton","slug":"edmonton-...
22     GB  {"id":44418,"name":"London","slug":"london-gb"...
23     US  {"id":2488867,"name":"Santa Fe","slug":"santa-...
24     NL  {"id":733075,"name":"Rotterdam","slug":"rotter...
25     US  {"id":2471217,"name":"Philadelphia","slug":"ph...
26     GB  {"id":40335,"name":"Whitstable","slug":"whitst...
27     US  {"id":2466256,"name":"Orlando","slug":"orlando...
28     US  {"id":2516820,"name":"West Chicago","slug":"we...

```

```

29          CA {"id":55855881,"name":"District d'Hochelaga","...
...          ...
212348      IT {"id":715496,"name":"Florence","slug":"florenc...
212349      GB {"id":44418,"name":"London","slug":"london-gb"...
212350      GB {"id":44418,"name":"London","slug":"london-gb"...
212351      BE {"id":968019,"name":"Brussels","slug":"brussel...
212352      US {"id":2357536,"name":"Austin","slug":"austin-t...
212353      HK {"id":2165352,"name":"Hong Kong","slug":"hong-...
212354      US {"id":2486982,"name":"St. Louis","slug":"st-lo...
212355      US {"id":2412843,"name":"Grand Rapids","slug":"gr...
212356      US {"id":2407207,"name":"Fredonia","slug":"fredon...
212357      US {"id":2456340,"name":"Munising","slug":"munisi...
212358      US {"id":2480902,"name":"Richmond","slug":"richmo...
212359      US {"id":2355326,"name":"Appleton","slug":"applet...
212360      CA {"id":76279,"name":"Sabaneta","slug":"sabaneta...
212361      US {"id":2490383,"name":"Seattle","slug":"seattle...
212362      FR {"id":12671976,"name":"Valbonne","slug":"valbo...
212363      US {"id":2477080,"name":"Provo","slug":"provo-ut"...
212364      US {"id":2357536,"name":"Austin","slug":"austin-t...
212365      US {"id":2442047,"name":"Los Angeles","slug":"los...
212366      US {"id":2503863,"name":"Tampa","slug":"tampa-fl"...
212367      US {"id":2442047,"name":"Los Angeles","slug":"los...
212368      DE {"id":12635813,"name":"Gemeinde Wickede","slug...
212369      GB {"id":19344,"name":"Edinburgh","slug":"edinbur...
212370      US {"id":2475687,"name":"Portland","slug":"portla...
212371      US {"id":980858,"name":"Apia","slug":"apia-ws","s...
212372      US {"id":2442047,"name":"Los Angeles","slug":"los...
212373      US {"id":2436704,"name":"Las Vegas","slug":"las-v...
212374      CA {"id":4118,"name":"Toronto","slug":"toronto-on...
212375      US {"id":2372860,"name":"Frederick","slug":"frede...
212376      US {"id":2463583,"name":"Oakland","slug":"oakland...
212377      US {"id":2357536,"name":"Austin","slug":"austin-t...

```

[212378 rows x 2 columns]

```

In [12]: # assess composition of creator
kickstarter[kickstarter.index == 100156]['creator'][100156]

```

```

Out[12]: '{"id":171726442,"name":"Hetty ten Holt","slug":"gastvrijorganiseren","is_registered"

```

```

In [13]: # assess currency
kickstarter.currency.value_counts()

```

```

Out[13]: USD      149350
         GBP       23816
         EUR       14772
         CAD        9960
         AUD        5002
         MXN        2524

```

|     |      |
|-----|------|
| SEK | 1465 |
| HKD | 1192 |
| NZD | 947  |
| DKK | 940  |
| SGD | 753  |
| CHF | 709  |
| NOK | 516  |
| JPY | 432  |

Name: currency, dtype: int64

```
In [14]: # assess currency_symbol
kickstarter.currency_symbol.value_counts()
```

```
Out[14]: $      169728
        č      23816
        14772
        kr      2921
        Fr       709
        ě       432
Name: currency_symbol, dtype: int64
```

```
In [15]: # assess current_currency
kickstarter.current_currency.value_counts()
```

```
Out[15]: USD      212258
        CAD        48
        NZD        36
        SGD        12
        HKD        12
        EUR        12
Name: current_currency, dtype: int64
```

```
In [16]: # assess fx_rate
kickstarter.fx_rate.value_counts()
```

```
Out[16]: 1.000000    149279
        1.243823    16308
        1.123945    10241
        1.241500     7501
        0.766388     6677
        1.121383     4515
        0.703082     3453
        0.764765     3274
        0.052443     1692
        0.700985     1545
        0.106855     1027
        0.052362      832
        0.127989      786
        0.150507      661
```



|          |     |
|----------|-----|
| 0.674044 | 621 |
| 0.735756 | 538 |
| 1.014894 | 502 |
| 0.106453 | 436 |
| 0.127997 | 402 |
| 0.116524 | 361 |
| 0.671022 | 326 |
| 0.009283 | 295 |
| 0.150179 | 278 |
| 0.735109 | 215 |
| 1.012785 | 206 |
| 0.116516 | 155 |
| 0.009245 | 137 |
| 1.483582 | 24  |
| 1.304822 | 21  |
| 1.360343 | 10  |
| 1.307592 | 7   |
| 7.812712 | 7   |
| 0.891756 | 7   |
| 1.466549 | 6   |
| 0.681983 | 3   |
| 1.137000 | 3   |
| 1.667465 | 3   |
| 1.466311 | 3   |
| 0.917397 | 3   |
| 1.845313 | 3   |
| 8.761042 | 3   |
| 1.688866 | 2   |
| 1.622967 | 2   |
| 7.912600 | 1   |
| 0.167003 | 1   |
| 0.916602 | 1   |
| 0.139427 | 1   |
| 0.114142 | 1   |
| 0.158529 | 1   |
| 0.223290 | 1   |
| 0.189882 | 1   |

Name: fx\_rate, dtype: int64

```
In [17]: # assess static usd rate
kickstarter.static_usd_rate.value_counts()
```

```
Out[17]: 1.000000    149351
1.133748         76
1.274202         69
1.303101         61
1.269503         56
1.115888         55
```

|          |    |
|----------|----|
| 1.273699 | 54 |
| 1.123154 | 54 |
| 1.123469 | 53 |
| 1.122209 | 52 |
| 1.137915 | 52 |
| 1.252199 | 50 |
| 1.303494 | 49 |
| 1.256915 | 47 |
| 1.257197 | 46 |
| 1.138650 | 46 |
| 1.122151 | 45 |
| 1.269856 | 45 |
| 1.330237 | 45 |
| 1.258101 | 44 |
| 1.123053 | 44 |
| 1.307198 | 43 |
| 1.714466 | 43 |
| 1.252194 | 43 |
| 1.378198 | 43 |
| 1.312465 | 43 |
| 1.158051 | 43 |
| 1.297308 | 43 |
| 1.128150 | 43 |
| 1.271399 | 42 |
| ...      |    |
| 0.127771 | 1  |
| 0.731984 | 1  |
| 0.167877 | 1  |
| 0.108585 | 1  |
| 0.680825 | 1  |
| 0.690387 | 1  |
| 1.597449 | 1  |
| 0.009006 | 1  |
| 0.167422 | 1  |
| 0.151681 | 1  |
| 1.035051 | 1  |
| 1.255792 | 1  |
| 0.733811 | 1  |
| 0.008851 | 1  |
| 0.113263 | 1  |
| 0.052516 | 1  |
| 0.144165 | 1  |
| 1.019960 | 1  |
| 0.944988 | 1  |
| 1.011127 | 1  |
| 1.036554 | 1  |
| 1.586662 | 1  |
| 0.121744 | 1  |

```

0.116224      1
0.939591      1
0.053715      1
0.785897      1
0.692366      1
1.004500      1
0.733195      1
Name: static_usd_rate, Length: 11890, dtype: int64

```

In [18]: # compare currency values

```
kickstarter[['country','currency', 'currency_symbol', 'currency_trailing_code', 'goal
```

```

Out[18]:
   country currency currency_symbol currency_trailing_code  goal \
0        US      USD              $                True  14000.0
1        ES      EUR                                False  20000.0
2        US      USD              $                True   5000.0
3        US      USD              $                True   1500.0
4        US      USD              $                True  10000.0
5        US      USD              $                True   2500.0
6        GB      GBP              £                False   8000.0
7        FR      EUR                                False   6500.0
8        US      USD              $                True  35500.0
9        US      USD              $                True   6500.0
10       ES      EUR                                False  14000.0
11       US      USD              $                True    230.0
12       US      USD              $                True   5000.0
13       US      USD              $                True   1500.0
14       US      USD              $                True  56000.0
15       US      USD              $                True   8000.0
16       US      USD              $                True   4000.0
17       US      USD              $                True  25000.0
18       GB      GBP              £                False  30000.0
19       US      USD              $                True   1500.0
20       US      USD              $                True   8000.0
21       CA      CAD              $                True  10000.0
22       GB      GBP              £                False 600000.0
23       US      USD              $                True   6983.0
24       NL      EUR                                False   5000.0
25       US      USD              $                True  11750.0
26       GB      GBP              £                False   3000.0
27       US      USD              $                True   3500.0
28       US      USD              $                True   2000.0
29       CA      CAD              $                True   7000.0
...       ...      ...      ...      ...      ...
212348    IT      EUR                                False  10000.0
212349    GB      GBP              £                False   1600.0
212350    GB      GBP              £                False   6000.0
212351    BE      EUR                                False    50.0

```

|        |    |     |    |       |         |
|--------|----|-----|----|-------|---------|
| 212352 | US | USD | \$ | True  | 15000.0 |
| 212353 | HK | HKD | \$ | True  | 40000.0 |
| 212354 | US | USD | \$ | True  | 3000.0  |
| 212355 | US | USD | \$ | True  | 300.0   |
| 212356 | US | USD | \$ | True  | 800.0   |
| 212357 | US | USD | \$ | True  | 2000.0  |
| 212358 | US | USD | \$ | True  | 500.0   |
| 212359 | US | USD | \$ | True  | 1500.0  |
| 212360 | CA | CAD | \$ | True  | 2250.0  |
| 212361 | US | USD | \$ | True  | 3500.0  |
| 212362 | FR | EUR |    | False | 7500.0  |
| 212363 | US | USD | \$ | True  | 7000.0  |
| 212364 | US | USD | \$ | True  | 5000.0  |
| 212365 | US | USD | \$ | True  | 40000.0 |
| 212366 | US | USD | \$ | True  | 10000.0 |
| 212367 | US | USD | \$ | True  | 18000.0 |
| 212368 | DE | EUR |    | False | 15000.0 |
| 212369 | GB | GBP | £  | False | 500.0   |
| 212370 | US | USD | \$ | True  | 15.0    |
| 212371 | US | USD | \$ | True  | 6450.0  |
| 212372 | US | USD | \$ | True  | 5000.0  |
| 212373 | US | USD | \$ | True  | 61500.0 |
| 212374 | CA | CAD | \$ | True  | 30000.0 |
| 212375 | US | USD | \$ | True  | 12000.0 |
| 212376 | US | USD | \$ | True  | 5500.0  |
| 212377 | US | USD | \$ | True  | 5000.0  |

|    | usd_pledged | usd_type | converted_pledged_amount |
|----|-------------|----------|--------------------------|
| 0  | 5528.000000 | domestic | 5528                     |
| 1  | 0.000000    | domestic | 0                        |
| 2  | 0.000000    | domestic | 0                        |
| 3  | 1782.000000 | domestic | 1782                     |
| 4  | 100.000000  | domestic | 100                      |
| 5  | 265.000000  | domestic | 265                      |
| 6  | 2.562614    | domestic | 2                        |
| 7  | 553.463513  | domestic | 570                      |
| 8  | 0.000000    | domestic | 0                        |
| 9  | 7001.000000 | domestic | 7001                     |
| 10 | 679.171786  | domestic | 696                      |
| 11 | 241.000000  | domestic | 241                      |
| 12 | 5301.000000 | domestic | 5301                     |
| 13 | 1522.660000 | domestic | 1522                     |
| 14 | 0.000000    | domestic | 0                        |
| 15 | 8909.540000 | domestic | 8909                     |
| 16 | 0.000000    | domestic | 0                        |
| 17 | 556.000000  | domestic | 556                      |
| 18 | 0.000000    | domestic | 0                        |
| 19 | 16.000000   | domestic | 16                       |

|        |               |          |        |
|--------|---------------|----------|--------|
| 20     | 9013.000000   | domestic | 9013   |
| 21     | 8618.630999   | domestic | 8628   |
| 22     | 119674.800519 | domestic | 121890 |
| 23     | 2347.000000   | domestic | 2347   |
| 24     | 12.155730     | domestic | 12     |
| 25     | 12134.000000  | domestic | 12134  |
| 26     | 89.188921     | domestic | 88     |
| 27     | 0.000000      | domestic | 0      |
| 28     | 2280.000000   | domestic | 2280   |
| 29     | 27.362990     | domestic | 26     |
| ...    | ...           | ...      | ...    |
| 212348 | 332.124987    | domestic | 330    |
| 212349 | 2879.447409   | domestic | 2901   |
| 212350 | 11013.938223  | domestic | 10834  |
| 212351 | 59.309594     | domestic | 63     |
| 212352 | 4036.000000   | domestic | 4036   |
| 212353 | 787.745624    | domestic | 788    |
| 212354 | 3669.000000   | domestic | 3669   |
| 212355 | 417.000000    | domestic | 417    |
| 212356 | 1090.000000   | domestic | 1090   |
| 212357 | 5109.000000   | domestic | 5109   |
| 212358 | 500.000000    | domestic | 500    |
| 212359 | 1501.000000   | domestic | 1501   |
| 212360 | 1631.298048   | domestic | 1748   |
| 212361 | 4221.000000   | domestic | 4221   |
| 212362 | 8232.663266   | domestic | 8389   |
| 212363 | 8075.120000   | domestic | 8075   |
| 212364 | 7601.000000   | domestic | 7601   |
| 212365 | 40472.000000  | domestic | 40472  |
| 212366 | 12485.000000  | domestic | 12485  |
| 212367 | 18291.000000  | domestic | 18291  |
| 212368 | 3.527337      | domestic | 3      |
| 212369 | 792.231663    | domestic | 794    |
| 212370 | 15.000000     | domestic | 15     |
| 212371 | 4428.000000   | domestic | 4428   |
| 212372 | 10626.000000  | domestic | 10626  |
| 212373 | 18545.000000  | domestic | 18545  |
| 212374 | 846.361502    | domestic | 844    |
| 212375 | 40383.000000  | domestic | 40383  |
| 212376 | 5664.800000   | domestic | 5664   |
| 212377 | 5500.000000   | domestic | 5500   |

[212378 rows x 8 columns]

```
In [19]: # assess disable communication
print(kickstarter.disable_communication.value_counts())
kickstarter[kickstarter.disable_communication == True]
```

False 211743

True 635  
Name: disable\_communication, dtype: int64

```
Out[19]:
```

|        | backers_count | blurb \   |
|--------|---------------|---|
| 14     | 0             | Help fund my life long dream of becoming a Bus... |
| 126    | 1             | I want to get my life back on track and and I ... |
| 167    | 134           | Imagine if you could physically step into your... |
| 618    | 2             | Hi! I am currently a Student Teacher in the st... |
| 1521   | 0             | -   |
| 1705   | 0             | I am try to see the world and take pictures of... |
| 1917   | 2             | A BBQ in Salford, on 6th May, from 2pm in my b... |
| 1974   | 1             | I want to have a BBQ at my friends house. He t... |
| 2120   | 4             | I tried selling my boat after moving, no luck...  |
| 2141   | 1             | The farm house we rent is being sold July 1st,... |
| 2292   | 0             | they are cars that can fly and are safer that ... |
| 2396   | 4             | I want to build a new Death Star. Then I can u... |
| 2533   | 0             | I have never owned a dog before, but I finally... |
| 2940   | 14            | Be Productive...Keep It Simple! My day t...       |
| 3175   | 7             | Breadboard-compatible Arduino Clone ATMEGA328P    |
| 3415   | 0             | Hand carved keychains with any message you des... |
| 3548   | 0             | I want a bulldog puppy! \nLook at the puppy, l... |
| 4299   | 1             | FTS Creations is a business that hand crafts a... |
| 4364   | 117           | We are creating an Modularized Drone . It will... |
| 4383   | 1             | The main goal of the project is to reach at le... |
| 4513   | 3             | An Attempt to Revive and Preserve Persian Noma... |
| 4790   | 0             | I need money so I can buy Jeremy and take him ... |
| 4817   | 0             | all i am looking for is a start. the moment to... |
| 4830   | 4             | Help need to build a council approved enclosur... |
| 5062   | 4             | Trying to send postcards without appearing to ... |
| 5555   | 2             | I need a drumset. And some lessons.               |
| 6330   | 0             | I have recently filmed four music videos all o... |
| 6344   | 8             | A Science Fiction film filled with entertainme... |
| 6678   | 1             | Gaby esta estudiando 6 meses en la Universidad... |
| 7027   | 216           | Aesthetic and Ultralight Design   Carbon Nanot... |
| ...    | ...           | ...   |
| 204120 | 0             | 100+ Apple Watch designs! Fully Customizable;\... |
| 204264 | 0             | Sharing memes with our backers for money to bu... |
| 204408 | 1             | Make learning fun and teaching easy.              |
| 204897 | 0             | I want to go into the wilds to find and subseq... |
| 204916 | 0             | I want a Banana pudding milkshake but I can't ... |
| 204940 | 12            | From Bacon to potatoes chips, Enjoy your holid... |
| 205346 | 73            | Any love story will come to an end, but you kn... |
| 205469 | 98            | Wireless open ear sport headphones for safety,... |
| 205753 | 0             | This is my First time making a fursuit and i w... |
| 206308 | 0             | fabrication de rhum arrangé ananas victoria g...  |
| 207449 | 2             | It's my 21st birthday, soo please help me rais... |
| 207482 | 0             | I am a Digital Artist, my specialty is Vintage... |

|        |     |   |
|--------|-----|---|
| 207492 | 92  | Portable eye massager with Graphene Far Infrar... |
| 207512 | 0   | I love gaming and programming. Imagine my dism... |
| 208002 | 0   | Since Christmas of 2010, I've been stuck with ... |
| 208150 | 0   | I'm currently in TN living in an unhealthy env... |
| 208779 | 1   | Overnight instagram celebrity Johnny Gerl one ... |
| 210019 | 0   | Benötigen ein Investment für Marketing - für e... |
| 210069 | 781 | We believe that EVERYONE should benefit from t... |
| 210087 | 2   | High quality, luxury style watches that look A... |
| 210108 | 3   | I need this chicken suit for reasons.\nIf I re... |
| 210783 | 1   | Tales from the Dream Hogs Volume 1 Dreamland h... |
| 210926 | 1   | The real Soldier story behind Captain America...  |
| 211186 | 10  | The Automata Master is the first original bran... |
| 211546 | 591 | A customizable smart watch telling time up to ... |
| 211683 | 2   | I am creating a live doorway to knowledge abou... |
| 211770 | 0   | Revitalizing Palo Alto, one house at a time       |
| 211786 | 7   | Raptor Watches- Affordable luxury sport watches   |
| 211913 | 0   | I am a photographer and fashion stylist based ... |
| 212144 | 0   | So the whole idea is to build a monster machin... |

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| 618  | student-teacher-needs-a-vehicle-to-create-bett... |                           |
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| 1705 | travel-to-london-to-see-the-architecture          |                           |
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| 211683 | the-poor-mans-struggle-to-league-of-legends-st...   |            |             |
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[illegible]

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| 210926 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 211186 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 211546 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
| 211683 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
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| 211913 | <a href="https://www.kickstarter.com/discover/categorie...">https://www.kickstarter.com/discover/categorie...</a> | False |
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| 618    | domestic   |               |

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| 1705   | domestic |
| 1917   | domestic |
| 1974   | domestic |
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| 2292   | domestic |
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| 4299   | domestic |
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| 210087 | domestic |
| 210108 | domestic |

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210783 domestic
210926 domestic
211186 domestic
211546 domestic
211683 domestic
211770 domestic
211786 domestic
211913 domestic
212144 domestic

```

```
[635 rows x 37 columns]
```

```

In [20]: # asses friends
print(kickstarter.friends.value_counts())

```

```

[]      204
Name: friends, dtype: int64

```

```

In [21]: # assess duplicated projects with duplicated project ids
kickstarter[kickstarter.id.duplicated()]

```

```

Out[21]:      backers_count      blurb \
1609      1682 PreShow allows you to see movies - in theaters...
2018        91 Our idea is to provide a kit so you can make m...
2800      356 Never forget to check the weather again. This ...
3014        58      Hjälp Alastor kickstarta Klassikerserien!
3168        42 A brand new concept album from KeyStone A Capp...
3503      111 Documentary book about the lives of disabled p...
3939      190 A local multiplayer video game where humans fl...
4394         2      Psycho Skull Music Documentary World Tour (UK)
4969        11 New lifestyle apparel brand startup. For anyone...
5976        46 Andys Bread would love a cargo bike to deliver...
6148         4 A photographic memoir of the waitresses of mam...
6424      331 Odie is a small dog with a big heart and grand...
6516      218 A photographic exploration of yoga's essence, ...
6609      525 Banish plastic & embrace glass! Coming this Fa...
6671        26 Photographic prints of my journey home to Scot...
6835        41 The Philadelphia Evening Post is a vintage mag...
7436      171 A female revenge horror about a teenage Mexica...
7528      105 Beyond the headlines, CANDICE is an intimate p...
7610        21 A short film, set in a suburban dystopian futu...
7781        58 This is a sketchbook collecting the sketches, ...
7953      109 MITD is a Large scale sculpture for Burning Ma...
7981        18 Kurzfilm über das Leben und Scheitern eines ju...
7988        65 3 creative dance shorts, various genres of dan...
8056        63 I need a new kiln to start expanding my work a...
8407        47 LP compilation per i 20 anni della Wallace Rec...
8563         8 Get a beautiful, handmade authentic Portuguese...

```

|        |      |   |
|--------|------|---|
| 8836   | 95   | Set of metal miniatures for fantasy games and ... |
| 8838   | 95   | A private print of my new book "God, Evolution... |
| 8932   | 317  | A true neighborhood social house providing thi... |
| 8979   | 28   | We are growing our brewery and need the infras... |
| ...    | ...  | ...   |
| 212198 | 136  | An uplifting adventure story book that reveals... |
| 212200 | 62   | Help get our dancers up off a cement studio fl... |
| 212210 | 32   | Feature length psychological sci-fi thriller s... |
| 212219 | 91   | Feature film - A trip through social media, de... |
| 212220 | 68   | 60mm hard enamel pins of the Eeveelutions! The... |
| 212239 | 54   | Pop-culture, political, and educational satire... |
| 212241 | 59   | A new hotel convention for Oklahoma to promote... |
| 212242 | 36   | fab figs are luscious, dried, golden figs - fi... |
| 212243 | 17   | Ein Psycho-Thriller über Schizophrenie: Wendy ... |
| 212256 | 10   | It's hard to come across student films that en... |
| 212259 | 903  | 9 volumes with over 2,500 pages in deluxe 12"x... |
| 212261 | 48   | Made with trans hands, shipped with queer love!   |
| 212266 | 195  | "Pigeons" is an experimental short animated fi... |
| 212277 | 50   | 2019 Wall Calendar Inspired by Burt.              |
| 212281 | 5304 | hard enamel pins featuring your favorite anima... |
| 212291 | 78   | A biting COMEDY SHORT FILM about BALDNESS.\r\n... |
| 212292 | 38   | Distributing a picture book that celebrates th... |
| 212304 | 65   | You are a treasure hunter who has to find clue... |
| 212318 | 111  | Moving and renovating our small-town dance stu... |
| 212320 | 17   | A nature documentary filmed in Dorset, England... |
| 212322 | 61   | A Warrior's Beginning                             |
| 212328 | 30   | A children's adventure book centered around an... |
| 212334 | 12   | A documentary about a Mennonite filmmaker expl... |
| 212338 | 367  | Giant Puppet Show                                 |
| 212340 | 57   | DSYDT has a new home, Austin Dance Academy. We... |
| 212346 | 101  | a documentary that will save lives                |
| 212349 | 32   | A short lyrical dance film about a ballet danc... |
| 212355 | 24   | A specially cultivated selection of LGBT art a... |
| 212369 | 35   | Dean and Molly are two teachers, who have writ... |
| 212376 | 70   | Help an artist raise funds to earn an East Bay... |

category \

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| 3939   | 4516                     | CA      | 1537813488 |   |
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| 7610   | 2006                     | AU      | 1524784080 |   |
| 7781   | 3847                     | US      | 1551729580 |   |
| 7953   | 13139                    | AU      | 1554008272 |   |
| 7981   | 3733                     | DE      | 1532119579 |   |
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| 212200 | 6295                     | US      | 1498083978 |   |
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| 212219 | 25427                    | CA      | 1557775365 |   |
| 212220 | 3410                     | US      | 1557864103 |   |
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| 212243 | 1517                     | DE      | 1561674592 |   |
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| 212292 | 6832   | GB | 1536985379 |
| 212304 | 5797   | NL | 1556517749 |
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Out [23]:
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| 204   | 6             | A strategy game with asymmetry of information ... |
| 509   | 11            | Charming Vault STL printable files for D&D ins... |
| 528   | 388           | An epic game of politics, ethics, and strategy... |
| 3105  | 465           | A stainless steel, PVD coated version of the M... |
| 3386  | 78            | 8 INDICATORS - multifunctional super slim auto... |
| 8432  | 1             | A product designed to protect children in the ... |
| 8694  | 32            | An 80's Themed Retro Escape Room for VR (HTC V... |
| 9002  | 99            | Canine Kleptomaniacs is a simple, silly, addic... |
| 9234  | 2             | Published under d20 OGL (3.x) and Pathfinder c... |
| 10678 | 4             | Hide to survive ...                               |



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| 10755  | 365   | Arena combat in the age of Conan.                  |
| 10831  | 31    | Royal Bastards is an area control, politically...  |
| 10849  | 44    | A retro RPG adventure. Create your party and b...  |
| 11087  | 318   | The most detailed resin cast terrain in 28-32m...  |
| 13316  | 199   | Is it a tool roll? is it a wallet? or is it bo...  |
| 13703  | 37    | The follow up issue to the smash indie comic h...  |
| 15852  | 9     | Kids Creating Themed Superheroes from Research...  |
| 17507  | 18    | MAGN8TE   A Magnetic Fidgeting designed tool       |
| 17618  | 13    | Affordable, Stylish, Vintage design Watches - \$48 |
| 17802  | 287   | A two-piece enamel pin series of the twelve Ch...  |
| 17918  | 38    | A sustainably made, reusable lunchbox box: des...  |
| 21781  | 33    | TWS surround sound   Bass Reflex System   95d...   |
| 22237  | 26    | Most Powerful and Stable All-in-One Universal ...  |
| 22772  | 346   | An all-ages roleplaying game of cute, fierce k...  |
| 24284  | 208   | A tiny protector for every collector               |
| 24377  | 22    | Limited Edition 99pcs only, Unique automatic w...  |
| 24535  | 480   | Slim-fit outdoor pants with stretch, articulat...  |
| 24831  | 37    | Keeps the pee where it is supposed to be. Sto...   |
| 26870  | 174   | A cooperative and soloable Dungeon Crawling ta...  |
| 26916  | 36    | Social Card Game                                   |
| ...    | ...   | ...  |
| 181381 | 1     | A NASCAR race car mod for Wreckfest                |
| 182309 | 40    | An affordable chronograph inspired by the 70's...  |
| 183723 | 14    | Launching issue #1 of Letters from the Mother ...  |
| 185264 | 50    | Play the card game of pairing up characters th...  |
| 185377 | 153   | Fantasy role-playing module for 1st or 2nd Ed ...  |
| 185785 | 18    | They said it could never be done. From the bow...  |
| 186980 | 17    | After six months of recording, jim and Richard...  |
| 187438 | 49    | Uncompromising geometry, craft, innovation in ...  |
| 187933 | 794   | A new book filled with CommitStrip goodness, i...  |
| 188105 | 689   | The new game of huge miniatures from Jack Dire...  |
| 188173 | 21    | A cafe with board games galore and fun to be h...  |
| 191480 | 24    | A tabletop game of vehicular combat set in a d...  |
| 192070 | 31    | Royal Bastards is an area control, politically...  |
| 196567 | 365   | Arena combat in the age of Conan.                  |
| 196763 | 99    | Canine Kleptomaniacs is a simple, silly, addic...  |
| 199168 | 134   | A personal items bag that easily fits under th...  |
| 199931 | 30    | A game that covers the Apache Wars that domina...  |
| 200227 | 12    | A fantasy battle card game.                        |
| 201858 | 42    | A conversationally engaging card game where Y0...  |
| 202514 | 65    | A strategy board game about being the lowest c...  |
| 202536 | 22700 | Join first Dream Crawler - fresh co-operative ...  |
| 202796 | 176   | A cinematic card-n-dice game inspired by one o...  |
| 203764 | 23    | Watches that protect the planet. Crafted minim...  |
| 203848 | 564   | An Innovative and Unique, High Quality Bag for...  |
| 203920 | 14    | Helps reduce plastic wastage. It can be reused...  |
| 204709 | 100   | TRANSDIMENSIONAL is a 4-issue sci-fi/horror mi...  |
| 205225 | 72    | Dystopian sci-fi action that's The Handmaid's ...  |

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| 208111 | 10  | A small, intelligent, password-secured persona... |
| 208127 | 610 | Lead the US and Soviet Space Agencies in their... |
| 208552 | 7   | Hard enamel pin                                   |

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| 182309 | {"api":{"star":"https://api.kickstarter.com/v1... |      | 1.524061e+04 |   |
| 183723 | {"api":{"star":"https://api.kickstarter.com/v1... |      | 6.460000e+02 |   |

|        |   |              |
|--------|---|--------------|
| 185264 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.079337e+03 |
| 185377 | {"api":{"star":"https://api.kickstarter.com/v1... | 5.472000e+03 |
| 185785 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.367831e+03 |
| 186980 | {"api":{"star":"https://api.kickstarter.com/v1... | 7.010000e+02 |
| 187438 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.433165e+04 |
| 187933 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.833043e+04 |
| 188105 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.257743e+04 |
| 188173 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.262000e+03 |
| 191480 | {"api":{"star":"https://api.kickstarter.com/v1... | 4.060000e+02 |
| 192070 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.446000e+03 |
| 196567 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.230900e+04 |
| 196763 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.415037e+03 |
| 199168 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.739050e+04 |
| 199931 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.252000e+03 |
| 200227 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.004026e+02 |
| 201858 | {"api":{"star":"https://api.kickstarter.com/v1... | 5.210000e+02 |
| 202514 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.254903e+03 |
| 202536 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.519564e+06 |
| 202796 | {"api":{"star":"https://api.kickstarter.com/v1... | 7.003000e+03 |
| 203764 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.630180e+03 |
| 203848 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.545976e+04 |
| 203920 | {"api":{"star":"https://api.kickstarter.com/v1... | 3.534738e+02 |
| 204709 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.031174e+03 |
| 205225 | {"api":{"star":"https://api.kickstarter.com/v1... | 2.332000e+03 |
| 208111 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.238000e+03 |
| 208127 | {"api":{"star":"https://api.kickstarter.com/v1... | 4.034600e+04 |
| 208552 | {"api":{"star":"https://api.kickstarter.com/v1... | 1.270000e+02 |

|       | usd_type |
|-------|----------|
| 204   | domestic |
| 509   | domestic |
| 528   | NaN      |
| 3105  | domestic |
| 3386  | domestic |
| 8432  | domestic |
| 8694  | NaN      |
| 9002  | domestic |
| 9234  | domestic |
| 10678 | domestic |
| 10755 | domestic |
| 10831 | domestic |
| 10849 | domestic |
| 11087 | NaN      |
| 13316 | domestic |
| 13703 | domestic |
| 15852 | domestic |
| 17507 | domestic |
| 17618 | domestic |

|        |               |
|--------|---------------|
| 17802  | domestic      |
| 17918  | domestic      |
| 21781  | NaN           |
| 22237  | NaN           |
| 22772  | domestic      |
| 24284  | domestic      |
| 24377  | domestic      |
| 24535  | domestic      |
| 24831  | domestic      |
| 26870  | NaN           |
| 26916  | domestic      |
| ...    | ...           |
| 181381 | domestic      |
| 182309 | domestic      |
| 183723 | domestic      |
| 185264 | international |
| 185377 | international |
| 185785 | international |
| 186980 | domestic      |
| 187438 | domestic      |
| 187933 | domestic      |
| 188105 | international |
| 188173 | international |
| 191480 | domestic      |
| 192070 | NaN           |
| 196567 | NaN           |
| 196763 | NaN           |
| 199168 | domestic      |
| 199931 | NaN           |
| 200227 | NaN           |
| 201858 | domestic      |
| 202514 | domestic      |
| 202536 | NaN           |
| 202796 | domestic      |
| 203764 | domestic      |
| 203848 | domestic      |
| 203920 | domestic      |
| 204709 | domestic      |
| 205225 | domestic      |
| 208111 | NaN           |
| 208127 | domestic      |
| 208552 | domestic      |

[203 rows x 37 columns]

```
In [24]: # asses is starrable
kickstarter.is_starrable.value_counts()
```

```
Out[24]: False    206210
```

```
True          6168
Name: is_starrable, dtype: int64
```

```
In [25]: # compare is_starrable, is_backing and is_starred
kickstarter[(kickstarter.is_starred == False) | (kickstarter.is_starred == True)][['i
```

```
Out[25]:
```

|        | is_backing | is_starrable | is_starred |
|--------|------------|--------------|------------|
| 204    | False      | True         | False      |
| 509    | False      | True         | False      |
| 528    | False      | True         | False      |
| 3105   | False      | True         | False      |
| 3386   | False      | True         | False      |
| 8432   | False      | True         | False      |
| 8694   | False      | True         | False      |
| 9002   | False      | True         | False      |
| 9234   | False      | True         | False      |
| 10678  | False      | True         | False      |
| 10755  | False      | True         | False      |
| 10831  | False      | True         | False      |
| 10849  | False      | True         | False      |
| 11087  | False      | True         | False      |
| 13316  | False      | True         | False      |
| 13703  | False      | True         | False      |
| 15852  | False      | True         | False      |
| 17507  | False      | True         | False      |
| 17618  | False      | True         | False      |
| 17802  | False      | True         | False      |
| 17918  | False      | True         | False      |
| 21781  | False      | True         | False      |
| 22237  | False      | True         | False      |
| 22772  | False      | True         | False      |
| 24284  | False      | True         | False      |
| 24377  | False      | True         | False      |
| 24535  | False      | True         | False      |
| 24831  | False      | True         | False      |
| 26870  | False      | True         | False      |
| 26916  | False      | True         | False      |
| ...    | ...        | ...          | ...        |
| 181381 | False      | True         | False      |
| 182309 | False      | True         | False      |
| 183723 | False      | True         | False      |
| 185264 | False      | True         | False      |
| 185377 | False      | True         | False      |
| 185785 | False      | True         | False      |
| 186980 | False      | True         | False      |
| 187438 | False      | True         | False      |
| 187933 | False      | True         | False      |
| 188105 | False      | True         | False      |

|        |       |      |       |
|--------|-------|------|-------|
| 188173 | False | True | False |
| 191480 | False | True | False |
| 192070 | False | True | False |
| 196567 | False | True | False |
| 196763 | False | True | False |
| 199168 | False | True | False |
| 199931 | False | True | False |
| 200227 | False | True | False |
| 201858 | False | True | False |
| 202514 | False | True | False |
| 202536 | False | True | True  |
| 202796 | False | True | False |
| 203764 | False | True | False |
| 203848 | False | True | False |
| 203920 | False | True | False |
| 204709 | False | True | False |
| 205225 | False | True | False |
| 208111 | False | True | False |
| 208127 | False | True | False |
| 208552 | False | True | False |

[204 rows x 3 columns]

```
In [26]: # assess permission
kickstarter.permissions.value_counts()
```

```
Out[26]: []      204
Name: permissions, dtype: int64
```

```
In [27]: # compare ermission, is_backing and is_starrable
kickstarter[kickstarter.permissions == "[]"][['friends', 'permissions', 'is_backing',
```

```
Out[27]:
```

|       | friends | permissions | is_backing | is_starrable |
|-------|---------|-------------|------------|--------------|
| 204   | []      | []          | False      | True         |
| 509   | []      | []          | False      | True         |
| 528   | []      | []          | False      | True         |
| 3105  | []      | []          | False      | True         |
| 3386  | []      | []          | False      | True         |
| 8432  | []      | []          | False      | True         |
| 8694  | []      | []          | False      | True         |
| 9002  | []      | []          | False      | True         |
| 9234  | []      | []          | False      | True         |
| 10678 | []      | []          | False      | True         |
| 10755 | []      | []          | False      | True         |
| 10831 | []      | []          | False      | True         |
| 10849 | []      | []          | False      | True         |
| 11087 | []      | []          | False      | True         |
| 13316 | []      | []          | False      | True         |
| 13703 | []      | []          | False      | True         |

|        |     |     |       |      |
|--------|-----|-----|-------|------|
| 15852  | []  | []  | False | True |
| 17507  | []  | []  | False | True |
| 17618  | []  | []  | False | True |
| 17802  | []  | []  | False | True |
| 17918  | []  | []  | False | True |
| 21781  | []  | []  | False | True |
| 22237  | []  | []  | False | True |
| 22772  | []  | []  | False | True |
| 24284  | []  | []  | False | True |
| 24377  | []  | []  | False | True |
| 24535  | []  | []  | False | True |
| 24831  | []  | []  | False | True |
| 26870  | []  | []  | False | True |
| 26916  | []  | []  | False | True |
| ...    | ... | ... | ...   | ...  |
| 181381 | []  | []  | False | True |
| 182309 | []  | []  | False | True |
| 183723 | []  | []  | False | True |
| 185264 | []  | []  | False | True |
| 185377 | []  | []  | False | True |
| 185785 | []  | []  | False | True |
| 186980 | []  | []  | False | True |
| 187438 | []  | []  | False | True |
| 187933 | []  | []  | False | True |
| 188105 | []  | []  | False | True |
| 188173 | []  | []  | False | True |
| 191480 | []  | []  | False | True |
| 192070 | []  | []  | False | True |
| 196567 | []  | []  | False | True |
| 196763 | []  | []  | False | True |
| 199168 | []  | []  | False | True |
| 199931 | []  | []  | False | True |
| 200227 | []  | []  | False | True |
| 201858 | []  | []  | False | True |
| 202514 | []  | []  | False | True |
| 202536 | []  | []  | False | True |
| 202796 | []  | []  | False | True |
| 203764 | []  | []  | False | True |
| 203848 | []  | []  | False | True |
| 203920 | []  | []  | False | True |
| 204709 | []  | []  | False | True |
| 205225 | []  | []  | False | True |
| 208111 | []  | []  | False | True |
| 208127 | []  | []  | False | True |
| 208552 | []  | []  | False | True |

[204 rows x 4 columns]



```

In [28]: # assess photo
kickstarter[kickstarter.index == 1435]['photo'][1435]

Out[28]: '{"key":"assets/011/496/795/1396b180874abd417f3dc9c987b15d79_original.jpg","full":"ht

In [29]: # assess profile
kickstarter[kickstarter.index == 1435]['profile'][1435]

Out[29]: '{"id":508103,"project_id":508103,"state":"inactive","state_changed_at":1425915827,"n

In [30]: # assess spotlight
kickstarter.spotlight.value_counts()

Out[30]: True      120950
False      91428
Name: spotlight, dtype: int64

In [31]: # assess goals
kickstarter.goal.sort_values()

Out[31]: 192795      1.000000e-02
172742      1.000000e+00
144883      1.000000e+00
202490      1.000000e+00
174668      1.000000e+00
126453      1.000000e+00
89168       1.000000e+00
193039      1.000000e+00
171527      1.000000e+00
162031      1.000000e+00
56783       1.000000e+00
126002      1.000000e+00
150882      1.000000e+00
60902       1.000000e+00
140890      1.000000e+00
212043      1.000000e+00
49478       1.000000e+00
164869      1.000000e+00
88900       1.000000e+00
188956      1.000000e+00
1583        1.000000e+00
191230      1.000000e+00
168363      1.000000e+00
108002      1.000000e+00
95524       1.000000e+00
108828      1.000000e+00
209164      1.000000e+00
18902       1.000000e+00
23311       1.000000e+00

```

```

112988    1.000000e+00
...
155395    5.000000e+07
3011      5.000000e+07
192936    5.000000e+07
107414    5.500000e+07
2541      6.000000e+07
115889    6.800000e+07
144501    7.000000e+07
79796     7.300000e+07
80685     8.000000e+07
14549     9.000000e+07
16993     9.900000e+07
113469    1.000000e+08
140648    1.000000e+08
188236    1.000000e+08
133608    1.000000e+08
112827    1.000000e+08
133936    1.000000e+08
110904    1.000000e+08
102046    1.000000e+08
62491     1.000000e+08
185632    1.000000e+08
10610     1.000000e+08
102925    1.000000e+08
124581    1.000000e+08
13827     1.000000e+08
187708    1.000000e+08
61463     1.000000e+08
123107    1.000000e+08
129487    1.000000e+08
132233    1.000000e+08

```

Name: goal, Length: 212378, dtype: float64

```

In [32]: # assess project with highest goals and lowest goals
kickstarter.iloc[[150690, 8407, 141159, 164989]]

```

```

Out[32]:
backers_count    blurb \
150690          52  I am lucky enough to have been invited to atte...
8407            47  LP compilation per i 20 anni della Wallace Rec...
141159           0  This is a feature film about one man's search ...
164989          143  From the author of the award-winning Jim Morga...

category \
150690 {"id":278,"name":"People","slug":"photography/...
8407   {"id":321,"name":"Punk","slug":"music/punk","p...
141159 {"id":293,"name":"Drama","slug":"film & video/...
164989 {"id":46,"name":"Children's Books","slug":"pub...

```

|        | converted_pledged_amount | country | created_at | \ |
|--------|--------------------------|---------|------------|---|
| 150690 | 2401                     | GB      | 1479321086 |   |
| 8407   | 3406                     | IT      | 1542878451 |   |
| 141159 | 0                        | US      | 1468094944 |   |
| 164989 | 6540                     | US      | 1470521755 |   |

  

|        | creator   | currency | \ |
|--------|---|----------|---|
| 150690 | {"id":1542919473,"name":"Nayru Suicide","is_re... | GBP      |   |
| 8407   | {"id":1081860162,"name":"Wallace Records","slu... | EUR      |   |
| 141159 | {"id":900117272,"name":"Jimmy Andrews; Directo... | USD      |   |
| 164989 | {"id":242477864,"name":"James Raney","is_regis... | USD      |   |

  

|        | currency_symbol | currency_trailing_code | ... | \ |
|--------|-----------------|------------------------|-----|---|
| 150690 | €               | False                  | ... |   |
| 8407   |                 | False                  | ... |   |
| 141159 | \$              | True                   | ... |   |
| 164989 | \$              | True                   | ... |   |

  

|        | slug   | \ |
|--------|--|---|
| 150690 | suicide-girls-argentina-shootfest-2017           |   |
| 8407   | traccexx   |   |
| 141159 | a-journey-through-pines                          |   |
| 164989 | the-lord-of-the-wolves-an-epic-childrens-fantasy |   |

  

|        | source_url  | spotlight | \ |
|--------|---|-----------|---|
| 150690 | https://www.kickstarter.com/discover/categorie... | True      |   |
| 8407   | https://www.kickstarter.com/discover/categorie... | True      |   |
| 141159 | https://www.kickstarter.com/discover/categorie... | False     |   |
| 164989 | https://www.kickstarter.com/discover/categorie... | True      |   |

  

|        | staff_pick | state      | state_changed_at | static_usd_rate | \ |
|--------|------------|------------|------------------|-----------------|---|
| 150690 | False      | successful | 1482515412       | 1.249059        |   |
| 8407   | True       | successful | 1548932401       | 1.134776        |   |
| 141159 | False      | failed     | 1470690057       | 1.000000        |   |
| 164989 | False      | successful | 1473815800       | 1.000000        |   |

  

|        | urls  | usd_pledged | \ |
|--------|---|-------------|---|
| 150690 | {"web":{"project":"https://www.kickstarter.com... | 2441.909407 |   |
| 8407   | {"web":{"project":"https://www.kickstarter.com... | 3360.072447 |   |
| 141159 | {"web":{"project":"https://www.kickstarter.com... | 0.000000    |   |
| 164989 | {"web":{"project":"https://www.kickstarter.com... | 6540.000000 |   |

  

|        | usd_type |
|--------|----------|
| 150690 | domestic |
| 8407   | domestic |
| 141159 | domestic |
| 164989 | domestic |

[4 rows x 37 columns]

The lowest project actually has a goal of USD 0. Due to database restriction it was saved as a very small number under USD 1. <https://www.kickstarter.com/projects/jerry/loveland-round-6-a-force-more-powerful>

```
In [33]: # assess distribution of goals
kickstarter.goal.value_counts()
```

```
Out[33]: 5000.00      15447
10000.00     13527
1000.00      10128
3000.00       8668
2000.00       8645
500.00        8058
15000.00      7298
20000.00      6711
2500.00       6452
1500.00       6133
25000.00      5097
50000.00      4904
4000.00       4641
6000.00       4061
30000.00      4010
3500.00       3729
8000.00       3457
300.00        2701
7000.00       2633
12000.00      2591
7500.00       2470
100000.00     2451
600.00        2103
100.00        2052
250.00        1935
200.00        1927
1200.00       1871
35000.00      1705
800.00        1687
40000.00      1665
...
13050.00       1
29011.00       1
5205.00        1
3978.00        1
5218.00        1
3637.00        1
58191.00       1
```

```

18450.00      1
808.00        1
10447.00      1
34240.00      1
7270.00       1
1523.00       1
14537.00      1
10290.00      1
1672.00       1
465000.00     1
7255.00       1
13824.00      1
652.00        1
2972.00       1
1824.79       1
32850.00      1
1815.00       1
1333850.00    1
1333666.00    1
10417.00      1
20833.00      1
333300.00     1
40540.00      1
Name: goal, Length: 5192, dtype: int64

```

In [34]: *# assess differences between converted pledged amount and usd pledged*

```
kickstarter[kickstarter['converted_pledged_amount'] != kickstarter['usd_pledged']]
```

Out [34]:

```

name \
6      Athleisure - Innovative Fashion / Sportswear c...
7      TRINAAD "The sound of three Worlds" new album
10     ROOM ESCAPE VIP
13     Gulcher Records Hat Trick
15     Loftland's New Album!
21     SEA Change Clothing Co. - Change Looks Good On...
22     Moonspike | We're Going Back to the Moon
24     The first "live" performance in an Holographi...
26     MyHereAfter interactive online memorials
29     Alfie & Gaston. The dog café.
30     Filippo Dall'Asta's Debut Album - Mediterrasian
33     A Slice of River
36     'Tulip, my mother's favourite flower' - A Phot...
37     TISKA London - Authentically British,Nordic In...
39     CREATE AN ALBUM TOGETHER WITH US!!!
40     Clever Cat Escapes
41     Alpacozy - Alpaca Pullover
42     Tailor made. Customized. Premier Leather Jackets
44     Re-ARM for RAMPS, simple 32-bit upgrade

```

49 Glennström  
 51 PHOOT00, A Photography Book  
 52 CoH2 Grand Championship Series  
 57 Framing the World - Photobook  
 60 Deepcover Jacket | Maunder XV  
 61 Basic T-shirts Made in Holland | Biological an...  
 63 Masked; Follow the Rabbit.  
 65 Second Adolescence  
 68 Rekoncyle - New Album 2014  
 72 INFUSE Tea Bar  
 79 berlinergeist  
 ...  
 212291 CALVARIO: The Struggle Is REAL!!!  
 212292 Humbert Bear likes to doze - joy in the face o...  
 212297 Picturing the Industrial South Wales Valleys o...  
 212299 Say Goodbye, Grace  
 212304 The VOC Treasure - Escape Game / At Home Mystery  
 212305 University First Year Film - Not My Bag  
 212311 PicKer- Soporte Porta Púas de Guitarra (Canceled)  
 212314 The Silver Knight (expansion to full time comm...  
 212316 'Lab Rats' Short Horror Film  
 212320 The Long Journey to Spring  
 212322 Spartan Turtle: Book One  
 212330 Some Copics for a talented eleven year old, ne...  
 212331 West Lakeland Smokery  
 212334 I Am A Mennonite  
 212336 The Smart Bracelet - Perfect Christmas Gift  
 212341 My first exhibit  
 212345 Bosanske Ulice  
 212347 Around A Strand, showing the diversity of Lond...  
 212348 Laboratorio artigianale gioielli Soutache - 3D  
 212349 Last Dance - Short Film Project  
 212350 Gill & Gill: a film comparing bouldering & sto...  
 212351 Kortfilm 'Een liefdestheorie'  
 212353 ACACIA: Sterling silver and diamonds statement...  
 212360 Strayed  
 212362 En Proie - court-métrage / short film  
 212363 "TONGUE TIED" The first film depicting Bilingu...  
 212368 Mybullylove the first snack and meal for your ...  
 212369 Special Measures: a one act play.  
 212374 LeafBox Concept 1.0 - Offgrid Pop-up Event & R...  
 212376 The Positions and Situations Project: EBCF Mat...

|    | converted_pledged_amount | usd_pledged |
|----|--------------------------|-------------|
| 6  | 2                        | 2.562614    |
| 7  | 570                      | 553.463513  |
| 10 | 696                      | 679.171786  |
| 13 | 1522                     | 1522.660000 |

|        |        |               |
|--------|--------|---------------|
| 15     | 8909   | 8909.540000   |
| 21     | 8628   | 8618.630999   |
| 22     | 121890 | 119674.800519 |
| 24     | 12     | 12.155730     |
| 26     | 88     | 89.188921     |
| 29     | 26     | 27.362990     |
| 30     | 6220   | 6107.069659   |
| 33     | 588    | 590.660386    |
| 36     | 14370  | 14427.695807  |
| 37     | 7664   | 7801.327409   |
| 39     | 3027   | 3009.827472   |
| 40     | 1312   | 1329.540418   |
| 41     | 806    | 806.290435    |
| 42     | 42079  | 42079.500000  |
| 44     | 29134  | 29134.010000  |
| 49     | 1674   | 1674.566202   |
| 51     | 41     | 41.029452     |
| 52     | 8164   | 7743.797595   |
| 57     | 76     | 77.559736     |
| 60     | 21923  | 21307.638798  |
| 61     | 73     | 74.145015     |
| 63     | 2523   | 2499.646127   |
| 65     | 1610   | 1576.229078   |
| 68     | 8203   | 8135.459648   |
| 72     | 7449   | 7380.078580   |
| 79     | 76     | 76.319107     |
| ...    | ...    | ...           |
| 212291 | 8837   | 8860.465134   |
| 212292 | 6832   | 6935.229789   |
| 212297 | 2449   | 2328.253323   |
| 212299 | 9180   | 9180.010000   |
| 212304 | 5797   | 5754.523111   |
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| 212311 | 362    | 353.603946    |
| 212314 | 4623   | 4529.637836   |
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| 212322 | 5034   | 5034.730000   |
| 212330 | 322    | 309.258063    |
| 212331 | 431    | 435.594520    |
| 212334 | 1190   | 1201.329195   |
| 212336 | 218    | 219.058611    |
| 212341 | 61     | 62.800106     |
| 212345 | 1825   | 1778.014056   |
| 212347 | 383    | 388.582958    |
| 212348 | 330    | 332.124987    |
| 212349 | 2901   | 2879.447409   |
| 212350 | 10834  | 11013.938223  |

|        |      |             |
|--------|------|-------------|
| 212351 | 63   | 59.309594   |
| 212353 | 788  | 787.745624  |
| 212360 | 1748 | 1631.298048 |
| 212362 | 8389 | 8232.663266 |
| 212363 | 8075 | 8075.120000 |
| 212368 | 3    | 3.527337    |
| 212369 | 794  | 792.231663  |
| 212374 | 844  | 846.361502  |
| 212376 | 5664 | 5664.800000 |

[70961 rows x 3 columns]

```
In [35]: # assess state
kickstarter.state.value_counts()
```

```
Out[35]: successful    120950
failed              75541
canceled            8656
live                6596
suspended           635
Name: state, dtype: int64
```

```
In [36]: # compare project status to spotlight and staff_pick
statuses = ['successful', 'failed']
bools = [(True, True), (True, False), (False, True), (False, False)]
for status in statuses:
    print("\n", status, ":\n")
    for comb in bools:
        df = kickstarter[kickstarter.state == status]
        df = df[df.spotlight == comb[0]]
        df = df[df.staff_pick == comb[1]]
        print(comb[0], comb[1], ":", len(df))
```

successful :

```
True True : 24203
True False : 96747
False True : 0
False False : 0
```

failed :

```
True True : 0
True False : 0
False True : 2287
False False : 73254
```



Interestingly, all project that were awarded a Projects we love badge and and were put on a website in a spotlight succeeded. The same is true for all projects that were put only on the website. On the other hand all projects failed that didn't get any support or were only awarded a Projects we Love badge.

```
In [37]: # assess live projects
```

```
kickstarter[kickstarter.state == "live"]
```

```
Out[37]:
```

|        | backers_count | blurb \   |
|--------|---------------|---|
| 26     | 3             | An online memorial site acting as a all in one... |
| 173    | 1             | To bring battle royale into a real life atmo...   |
| 204    | 6             | A strategy game with asymmetry of information ... |
| 224    | 1             | Wireless electromechanical water-skier/wake-bo... |
| 231    | 1             | Unoriginal premise of a dog who becomes a huma... |
| 234    | 1             | Revolutionizing the college experience using V... |
| 241    | 1             | A massive, online multiplayer videogame with a... |
| 249    | 1             | Production of the original anime. ...             |
| 283    | 93            | Inspire young scholars with fun STEM activitie... |
| 285    | 43            | BECOME AN INVENTOR FOR A SUSTAINABLE FUTURE WI... |
| 293    | 463           | A roleplaying game about exploring dangerous, ... |
| 301    | 1             | YOUR love for the sun will make this book. Let... |
| 318    | 65            | Think "Christmas TV Special" in gift book form... |
| 320    | 1             | Diseño y aplicaciones en la Industria.            |
| 329    | 1             | Short film about the 80s with violence, love, ... |
| 335    | 7             | a tale told of a meeting at a crossroads, of a... |
| 359    | 28            | All sizes, round, oval, rectangular and square.   |
| 382    | 34            | A book about Louise Brooks                        |
| 399    | 2             | Un luogo per i bambini dove sperimentare il me... |
| 407    | 1             | Interactive Mobile Tv                             |
| 429    | 408           | Year 6 of Uncanny Magazine, now with higher pa... |
| 472    | 1             | Estoy creando una novela de ficcion en el gene... |
| 500    | 21            | Un mini-album de rap. Un E.P. intitulé ¡Premie... |
| 509    | 11            | Charming Vault STL printable files for D&D ins... |
| 521    | 21            | DVDs- Professionally replicated                   |
| 528    | 388           | An epic game of politics, ethics, and strategy... |
| 534    | 3             | The premiere of a play about forced adoptions ... |
| 539    | 1             | A teenage boy gifted magical powers battles hi... |
| 572    | 12            | The story of a real life treasure hunter who's... |
| 591    | 22            | LA DOBLE MORAL, nos narra la complicada escena... |
| ...    | ...           | ...   |
| 210942 | 1             | Entrepreneurs of Colours that have made an imp... |
| 210985 | 5             | We want to give other local artists, like us t... |
| 211051 | 10            | Two enamel pins; one of Suranne Jones as Anne ... |
| 211090 | 2             | This is a themed Treasure Hunt that will be fi... |
| 211116 | 6             | A music-video-microfilm to end street harassme... |
| 211190 | 170           | Custom playing cards with a cosmic vibe, groun... |
| 211374 | 2             | A 250 page hardback journal, with an infinite ... |
| 211411 | 7             | A fully colored illustrated book about the Ven... |

|        |     |   |
|--------|-----|---|
| 211456 | 78  | A documentary about one of rock's most influen... |
| 211471 | 7   | An animated half-hour cartoon show for kids.      |
| 211483 | 1   | Quality, organic, free-range, locally-harveste... |
| 211494 | 16  | A crossover between an art show, a pagan templ... |
| 211680 | 20  | Pendants that come to life! - A new variation     |
| 211713 | 1   | A short documentary about women female rancher... |
| 211780 | 34  | Debacle es proyecto de cine que une talento me... |
| 211814 | 35  | Help us make a documentary about a summer cour... |
| 211822 | 7   | A Documentary of Kirah Zook's life story from ... |
| 211856 | 1   | I am working to foster the exchange of culture... |
| 211861 | 3   | A lullaby book that you can sing to your child... |
| 211862 | 15  | The opportunity for my first solo exhibition.     |
| 211884 | 1   | An original horror cartoon serial. A 5 episode... |
| 211920 | 15  | Help us get our short film to festivals around... |
| 211948 | 28  | A Set of Enamel Pins Based on Early Chain Asse... |
| 211964 | 32  | A snackable kawaii sushi creatures enamel pin~    |
| 211990 | 371 | A modernized tarot deck that is relatable to t... |
| 212093 | 62  | 78 Tarot Cards based on beautiful posters from... |
| 212152 | 8   | A book and feature length documentary about th... |
| 212170 | 31  | Follow the story of the Democratic Candidate r... |
| 212177 | 108 | A Children's Biography of Transgender Heroes S... |
| 212275 | 131 | A 40 page Good Omens zine involving over 35 co... |

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| 283 | 3641                     | US      | 1561060191   |

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| 320    | 0     | MX  | 1562602349 |
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| 204 | brexit-the-card-game                              |
| 224 | cross-wave-a-skier-down-visibility-system         |
| 231 | good-boy  |
| 234 | virtual-reality-for-the-college-student-experi... |
| 241 | battle-for-spire-mmo                              |
| 249 | anime-crossroad-chronicle-produce-3               |
| 283 | pbs-kids-resource-boxes                           |
| 285 | hectarium-the-food-survival-eco-game              |
| 293 | bleak-spirit                                      |
| 301 | the-sun-in-the-world                              |

318 bearing-gifts-a-christmas-adventure-for-all-ages  
 320 solidworks-para-ingenieria  
 329 borrowed-life-the-short-film  
 335 the-bluesman  
 359 100-3d-printable-pavement-textured-bases-for-w...  
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kickstarter[kickstarter.state == "suspended"]

```

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14          0  Help fund my life long dream of becoming a Bus...
126         1  I want to get my life back on track and and I ...
167       134  Imagine if you could physically step into your...
618         2  Hi! I am currently a Student Teacher in the st...
1521        0  -
1705        0  I am try to see the world and take pictures of...
1917        2  A BBQ in Salford, on 6th May, from 2pm in my b...
1974        1  I want to have a BBQ at my friends house. He t...
2120        4  I tried selling my boat after moving, no luck...
2141        1  The farm house we rent is being sold July 1st,...
2292        0  they are cars that can fly and are safer that ...
2396        4  I want to build a new Death Star. Then I can u...
2533        0  I have never owned a dog before, but I finally...
2940       14  Be Productive...Keep It Simple!  My day t...
3175        7  Breadboard-compatible Arduino Clone ATMEGA328P
3415        0  Hand carved keychains with any message you des...
3548        0  I want a bulldog puppy! \nLook at the puppy, l...
4299        1  FTS Creations is a business that hand crafts a...
4364      117  We are creating an Modularized Drone . It will...
4383        1  The main goal of the project is to reach at le...
4513        3  An Attempt to Revive and Preserve Persian Noma...
4790        0  I need money so I can buy Jeremy and take him ...
4817        0  all i am looking for is a start. the moment to...
4830        4  Help need to build a council approved enclosur...
5062        4  Trying to send postcards without appearing to ...
5555        2  I need a drumset. And some lessons.
6330        0  I have recently filmed four music videos all o...
6344        8  A Science Fiction film filled with entertainme...

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|        |     |  |
|--------|-----|--|
| 6678   | 1   | Gaby esta estudiando 6 meses en la Universidad...  |
| 7027   | 216 | Aesthetic and Ultralight Design   Carbon Nanot...  |
| ...    | ... | ...  |
| 204120 | 0   | 100+ Apple Watch designs! Fully Customizable;\...  |
| 204264 | 0   | Sharing memes with our backers for money to bu...  |
| 204408 | 1   | Make learning fun and teaching easy.               |
| 204897 | 0   | I want to go into the wilds to find and subsequ... |
| 204916 | 0   | I want a Banana pudding milkshake but I can't ...  |
| 204940 | 12  | From Bacon to potatoes chips, Enjoy your holid...  |
| 205346 | 73  | Any love story will come to an end, but you kn...  |
| 205469 | 98  | Wireless open ear sport headphones for safety,...  |
| 205753 | 0   | This is my First time making a fursuit and i w...  |
| 206308 | 0   | fabrication de rhum arrangé ananas victoria g...   |
| 207449 | 2   | It's my 21st birthday, soo please help me rais...  |
| 207482 | 0   | I am a Digital Artist, my specialty is Vintage...  |
| 207492 | 92  | Portable eye massager with Graphene Far Infrar...  |
| 207512 | 0   | I love gaming and programming. Imagine my dism...  |
| 208002 | 0   | Since Christmas of 2010, I've been stuck with ...  |
| 208150 | 0   | I'm currently in TN living in an unhealthy env...  |
| 208779 | 1   | Overnight instagram celebrity Johnny Gerl one ...  |
| 210019 | 0   | Benötigen ein Investment für Marketing - für e...  |
| 210069 | 781 | We believe that EVERYONE should benefit from t...  |
| 210087 | 2   | High quality, luxury style watches that look A...  |
| 210108 | 3   | I need this chicken suit for reasons.\nIf I re...  |
| 210783 | 1   | Tales from the Dream Hogs Volume 1 Dreamland h...  |
| 210926 | 1   | The real Soldier story behind Captain America...   |
| 211186 | 10  | The Automata Master is the first original bran...  |
| 211546 | 591 | A customizable smart watch telling time up to ...  |
| 211683 | 2   | I am creating a live doorway to knowledge abou...  |
| 211770 | 0   | Revitalizing Palo Alto, one house at a time        |
| 211786 | 7   | Raptor Watches- Affordable luxury sport watches    |
| 211913 | 0   | I am a photographer and fashion stylist based ...  |
| 212144 | 0   | So the whole idea is to build a monster machin...  |

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| 6678   | https://www.kickstarter.com/discover/categorie... | False     |   |
| 7027   | https://www.kickstarter.com/discover/categorie... | False     |   |
| ...    | ...   | ...       |   |
| 204120 | https://www.kickstarter.com/discover/categorie... | False     |   |
| 204264 | https://www.kickstarter.com/discover/categorie... | False     |   |
| 204408 | https://www.kickstarter.com/discover/categorie... | False     |   |

|        |   |       |
|--------|---|-------|
| 204897 | https://www.kickstarter.com/discover/categorie... | False |
| 204916 | https://www.kickstarter.com/discover/categorie... | False |
| 204940 | https://www.kickstarter.com/discover/categorie... | False |
| 205346 | https://www.kickstarter.com/discover/categorie... | False |
| 205469 | https://www.kickstarter.com/discover/categorie... | False |
| 205753 | https://www.kickstarter.com/discover/categorie... | False |
| 206308 | https://www.kickstarter.com/discover/categorie... | False |
| 207449 | https://www.kickstarter.com/discover/categorie... | False |
| 207482 | https://www.kickstarter.com/discover/categorie... | False |
| 207492 | https://www.kickstarter.com/discover/categorie... | False |
| 207512 | https://www.kickstarter.com/discover/categorie... | False |
| 208002 | https://www.kickstarter.com/discover/categorie... | False |
| 208150 | https://www.kickstarter.com/discover/categorie... | False |
| 208779 | https://www.kickstarter.com/discover/categorie... | False |
| 210019 | https://www.kickstarter.com/discover/categorie... | False |
| 210069 | https://www.kickstarter.com/discover/categorie... | False |
| 210087 | https://www.kickstarter.com/discover/categorie... | False |
| 210108 | https://www.kickstarter.com/discover/categorie... | False |
| 210783 | https://www.kickstarter.com/discover/categorie... | False |
| 210926 | https://www.kickstarter.com/discover/categorie... | False |
| 211186 | https://www.kickstarter.com/discover/categorie... | False |
| 211546 | https://www.kickstarter.com/discover/categorie... | False |
| 211683 | https://www.kickstarter.com/discover/categorie... | False |
| 211770 | https://www.kickstarter.com/discover/categorie... | False |
| 211786 | https://www.kickstarter.com/discover/categorie... | False |
| 211913 | https://www.kickstarter.com/discover/categorie... | False |
| 212144 | https://www.kickstarter.com/discover/categorie... | False |

|      | staff_pick | state     | state_changed_at | static_usd_rate \ |
|------|------------|-----------|------------------|-------------------|
| 14   | False      | suspended | 1422045322       | 1.000000          |
| 126  | False      | suspended | 1429287330       | 1.000000          |
| 167  | False      | suspended | 1430424322       | 1.000000          |
| 618  | False      | suspended | 1418234428       | 1.000000          |
| 1521 | False      | suspended | 1448312046       | 1.079139          |
| 1705 | False      | suspended | 1441982447       | 1.000000          |
| 1917 | False      | suspended | 1493752838       | 1.294951          |
| 1974 | False      | suspended | 1433174652       | 1.000000          |
| 2120 | False      | suspended | 1436814613       | 1.000000          |
| 2141 | False      | suspended | 1431564375       | 1.000000          |
| 2292 | False      | suspended | 1452897833       | 0.702277          |
| 2396 | False      | suspended | 1405367585       | 1.712865          |
| 2533 | False      | suspended | 1418670678       | 1.000000          |
| 2940 | False      | suspended | 1482355397       | 1.000000          |
| 3175 | False      | suspended | 1438792913       | 1.552443          |
| 3415 | False      | suspended | 1441991268       | 1.000000          |
| 3548 | False      | suspended | 1428006548       | 0.772384          |
| 4299 | False      | suspended | 1519235162       | 1.000000          |
| 4364 | False      | suspended | 1525733940       | 0.127406          |

|        |       |           |            |          |
|--------|-------|-----------|------------|----------|
| 4383   | False | suspended | 1433886423 | 1.109928 |
| 4513   | False | suspended | 1538597624 | 0.771001 |
| 4790   | False | suspended | 1452721667 | 1.451904 |
| 4817   | False | suspended | 1431005739 | 1.486808 |
| 4830   | False | suspended | 1412278314 | 0.878899 |
| 5062   | False | suspended | 1476382963 | 0.735863 |
| 5555   | False | suspended | 1472485145 | 1.000000 |
| 6330   | False | suspended | 1417016904 | 1.000000 |
| 6344   | False | suspended | 1481055740 | 1.000000 |
| 6678   | False | suspended | 1485378599 | 0.046325 |
| 7027   | False | suspended | 1504728643 | 1.187462 |
| ...    | ...   | ...       | ...        | ...      |
| 204120 | False | suspended | 1431623326 | 1.487613 |
| 204264 | False | suspended | 1439846757 | 1.556018 |
| 204408 | False | suspended | 1403554091 | 1.000000 |
| 204897 | False | suspended | 1441982718 | 1.000000 |
| 204916 | False | suspended | 1447192635 | 1.000000 |
| 204940 | False | suspended | 1542229780 | 0.756855 |
| 205346 | False | suspended | 1558126274 | 1.000000 |
| 205469 | False | suspended | 1560198870 | 0.740926 |
| 205753 | False | suspended | 1440684548 | 0.731917 |
| 206308 | False | suspended | 1452100520 | 1.096019 |
| 207449 | False | suspended | 1428603041 | 1.000000 |
| 207482 | False | suspended | 1505759703 | 1.000000 |
| 207492 | False | suspended | 1546019031 | 0.127996 |
| 207512 | False | suspended | 1438018072 | 1.000000 |
| 208002 | False | suspended | 1447192714 | 1.000000 |
| 208150 | False | suspended | 1407973571 | 1.000000 |
| 208779 | False | suspended | 1427735990 | 1.000000 |
| 210019 | False | suspended | 1515526502 | 1.203022 |
| 210069 | False | suspended | 1429124693 | 1.000000 |
| 210087 | False | suspended | 1517593543 | 0.809594 |
| 210108 | False | suspended | 1414173785 | 0.888454 |
| 210783 | False | suspended | 1527028025 | 1.000000 |
| 210926 | False | suspended | 1504884430 | 1.000000 |
| 211186 | False | suspended | 1543335446 | 0.127895 |
| 211546 | False | suspended | 1492806675 | 1.000000 |
| 211683 | False | suspended | 1432131260 | 1.000000 |
| 211770 | False | suspended | 1419956824 | 1.000000 |
| 211786 | False | suspended | 1551121556 | 1.000000 |
| 211913 | False | suspended | 1448923872 | 1.000000 |
| 212144 | False | suspended | 1440017174 | 1.000000 |

|     |   | urls | usd_pledged \ |
|-----|---|------|---------------|
| 14  | {"web":{"project":"https://www.kickstarter.com... |      | 0.000000      |
| 126 | {"web":{"project":"https://www.kickstarter.com... |      | 5.000000      |
| 167 | {"web":{"project":"https://www.kickstarter.com... |      | 54418.000000  |
| 618 | {"web":{"project":"https://www.kickstarter.com... |      | 42.000000     |



|        |  |              |
|--------|--|--------------|
| 1521   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 1705   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 1917   | {"web":{"project":"https://www.kickstarter.com..."}} | 7.769706     |
| 1974   | {"web":{"project":"https://www.kickstarter.com..."}} | 1.000000     |
| 2120   | {"web":{"project":"https://www.kickstarter.com..."}} | 4.000000     |
| 2141   | {"web":{"project":"https://www.kickstarter.com..."}} | 100.000000   |
| 2292   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 2396   | {"web":{"project":"https://www.kickstarter.com..."}} | 10.277193    |
| 2533   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 2940   | {"web":{"project":"https://www.kickstarter.com..."}} | 194.000000   |
| 3175   | {"web":{"project":"https://www.kickstarter.com..."}} | 139.719877   |
| 3415   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 3548   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 4299   | {"web":{"project":"https://www.kickstarter.com..."}} | 1.000000     |
| 4364   | {"web":{"project":"https://www.kickstarter.com..."}} | 11122.507134 |
| 4383   | {"web":{"project":"https://www.kickstarter.com..."}} | 11.099284    |
| 4513   | {"web":{"project":"https://www.kickstarter.com..."}} | 13.330609    |
| 4790   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 4817   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 4830   | {"web":{"project":"https://www.kickstarter.com..."}} | 79.979821    |
| 5062   | {"web":{"project":"https://www.kickstarter.com..."}} | 29.434512    |
| 5555   | {"web":{"project":"https://www.kickstarter.com..."}} | 6.000000     |
| 6330   | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 6344   | {"web":{"project":"https://www.kickstarter.com..."}} | 5299.000000  |
| 6678   | {"web":{"project":"https://www.kickstarter.com..."}} | 4.632482     |
| 7027   | {"web":{"project":"https://www.kickstarter.com..."}} | 12641.723646 |
| ...    | ...  | ...          |
| 204120 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 204264 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 204408 | {"web":{"project":"https://www.kickstarter.com..."}} | 150.000000   |
| 204897 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 204916 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 204940 | {"web":{"project":"https://www.kickstarter.com..."}} | 946.288275   |
| 205346 | {"web":{"project":"https://www.kickstarter.com..."}} | 3916.000000  |
| 205469 | {"web":{"project":"https://www.kickstarter.com..."}} | 5095.564690  |
| 205753 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 206308 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 207449 | {"web":{"project":"https://www.kickstarter.com..."}} | 12.000000    |
| 207482 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 207492 | {"web":{"project":"https://www.kickstarter.com..."}} | 6466.224872  |
| 207512 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 208002 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 208150 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 208779 | {"web":{"project":"https://www.kickstarter.com..."}} | 1.000000     |
| 210019 | {"web":{"project":"https://www.kickstarter.com..."}} | 0.000000     |
| 210069 | {"web":{"project":"https://www.kickstarter.com..."}} | 42063.000000 |
| 210087 | {"web":{"project":"https://www.kickstarter.com..."}} | 86.626559    |
| 210108 | {"web":{"project":"https://www.kickstarter.com..."}} | 27.542066    |

|        |   |               |
|--------|---|---------------|
| 210783 | {"web":{"project":"https://www.kickstarter.com... | 1.000000      |
| 210926 | {"web":{"project":"https://www.kickstarter.com... | 25.000000     |
| 211186 | {"web":{"project":"https://www.kickstarter.com... | 296.716400    |
| 211546 | {"web":{"project":"https://www.kickstarter.com... | 172920.400000 |
| 211683 | {"web":{"project":"https://www.kickstarter.com... | 11.000000     |
| 211770 | {"web":{"project":"https://www.kickstarter.com... | 0.000000      |
| 211786 | {"web":{"project":"https://www.kickstarter.com... | 585.000000    |
| 211913 | {"web":{"project":"https://www.kickstarter.com... | 0.000000      |
| 212144 | {"web":{"project":"https://www.kickstarter.com... | 0.000000      |

|        | usd_type |
|--------|----------|
| 14     | domestic |
| 126    | domestic |
| 167    | domestic |
| 618    | domestic |
| 1521   | domestic |
| 1705   | domestic |
| 1917   | domestic |
| 1974   | domestic |
| 2120   | domestic |
| 2141   | domestic |
| 2292   | domestic |
| 2396   | domestic |
| 2533   | domestic |
| 2940   | domestic |
| 3175   | domestic |
| 3415   | domestic |
| 3548   | domestic |
| 4299   | domestic |
| 4364   | domestic |
| 4383   | domestic |
| 4513   | domestic |
| 4790   | domestic |
| 4817   | domestic |
| 4830   | domestic |
| 5062   | domestic |
| 5555   | domestic |
| 6330   | domestic |
| 6344   | domestic |
| 6678   | domestic |
| 7027   | domestic |
| ...    | ...      |
| 204120 | domestic |
| 204264 | domestic |
| 204408 | domestic |
| 204897 | domestic |
| 204916 | domestic |
| 204940 | domestic |

```

205346 domestic
205469 domestic
205753 domestic
206308 domestic
207449 domestic
207482 domestic
207492 domestic
207512 domestic
208002 domestic
208150 domestic
208779 domestic
210019 domestic
210069 domestic
210087 domestic
210108 domestic
210783 domestic
210926 domestic
211186 domestic
211546 domestic
211683 domestic
211770 domestic
211786 domestic
211913 domestic
212144 domestic

```

```
[635 rows x 37 columns]
```

```

In [39]: # assess urls
kickstarter['urls'].values

```

```

Out[39]: array([{"web":{"project":"https://www.kickstarter.com/projects/2044486203/citizen-ca
{"web":{"project":"https://www.kickstarter.com/projects/1498616534/simbin?ref
{"web":{"project":"https://www.kickstarter.com/projects/2019826059/photograph
...,
{"web":{"project":"https://www.kickstarter.com/projects/546114795/q2q-comics-
{"web":{"project":"https://www.kickstarter.com/projects/2024520986/the-positi
{"web":{"project":"https://www.kickstarter.com/projects/61747643/maranatha-sh
dtype=object)

```

```

In [40]: # assess composition of urls
kickstarter.iloc[893]['urls']

```

```

Out[40]: '{"web":{"project":"https://www.kickstarter.com/projects/871534856/grafik-aircraft-th

```

```

In [41]: # assess usd type
kickstarter.usd_type.value_counts()

```

```

Out[41]: domestic          210842
international      1416
Name: usd_type, dtype: int64

```

The below Code was used to assess duplicated entries. I found out that most duplicated projects were differing because they were scraped from a different source url. Some urls used the parent category, some used the subcategory of the project. Additionally, I detected duplicate observations due to different values in current currency and therefore differing exchange rates. Fortunately, all relevant columns contain consistent values.

The below is code out-commented, since it requires a lot of resources and may cause a massive slow-down of Jupyter Notebook.

```
In [42]: # Assess duplicates
# duplicated_ids = kickstarter_clean[kickstarter_clean.project_id.duplicated()].project_id
# duplicated_projects = kickstarter_clean[kickstarter_clean.project_id.isin(duplicated_ids)]
# len(duplicated_projects.current_currency)

# col_names = ['current_currency', 'fx_rate', 'static_usd_rate', 'converted_pledged_amount']
# for i in range(0, len(duplicated_projects), 2):
#     next_i = i + 1
#     if not (duplicated_projects.iloc[i]['source_url'] == duplicated_projects.iloc[next_i]['source_url']):
#         print(f"{i}")
#         print(f"state1: {duplicated_projects.iloc[i]['state_changed_at']}")
#         print(f"state2: {duplicated_projects.iloc[next_i]['state_changed_at']}")
#         print(f"update1: {duplicated_projects.iloc[i]['last_update_at']}")
#         print(f"update2: {duplicated_projects.iloc[next_i]['last_update_at']}")
#         for col in col_names:
#             if not (duplicated_projects.iloc[i][col] == duplicated_projects.iloc[next_i][col]):
#                 print(f"{col}, {duplicated_projects.iloc[i][col]}, {duplicated_projects.iloc[next_i][col]}")
#                 print(f"cat1: {duplicated_projects.iloc[i]['category']}")
#                 print(f"cat2: {duplicated_projects.iloc[next_i]['category']}")
#                 print(f"sub1: {duplicated_projects.iloc[i]['subcategory']}")
#                 print(f"sub2: {duplicated_projects.iloc[next_i]['subcategory']}")
```

## 4.2 Data Summary

Above, I inspected each variable and their values. One of the main problems of this data is missing documentation on how the Kickstarter data was scraped or generated. Some column names are not descriptive enough or are ambiguous. I interpreted each value's meaning by carefully comparing the data to project features on Kickstarter.com.

**backers\_count:** Number of people supporting a project by financially pledging (integer).

**blurb:** A short project summary (string).

**category:** Contains a string representation of a dictionary containing multiple information about a project category information. Most relevant is the category's "name" and the higher level category "slug", which also represents the rightmost part of the category URI. The slug is composed of a higher level category, followed by a slash, followed by a subcategory. However, some observations lack a subcategory. In this case, slug and name contain the same value.

**converted\_pledged\_amount:** Amount of fundraising, which was converted by using *current currency* (see below).

**country:** Project country (abbr.)

**created\_at:** The date a project was created in Unix epoch time integer.

**creator:** A string representation of a dictionary describing features of project creator, containing:

- user id, - name: chosen user name, which doesn't follow a specific format. It may be an actual first and last name and/or a username or company name, - slug: creator profile slug, - multiple links to the user's avatars of different sizes, - the link to a user's profile in the form of: [https://www.kickstarter.com/profile/+user\\_id](https://www.kickstarter.com/profile/+user_id), - a user's API endpoint (which is not accessible to us), - "is\_registered" and "chosen\_currency", of which all contain "null" as a value

**currency:** The currency of a project's funding.

**currency\_symbol:** Currency symbol of the project's initial currency. **currency\_trailing\_code:** Contains boolean values. It's mostly "True", but "False" in the case of the following currencies: EUR, GBP, JPY and CHF. I was unable to identify its meaning. One assumption is that it is related to trailing zeros that occur during currency conversions. However, I don't see how this value affects our analysis.

**current\_currency:** contains a value out of 5 possible currencies (USD, CAD, AUD, GBP and EUR). Although projects are usually advertised in the country's currency, any other currencies are usually converted to one of the aforementioned currencies, usually USD.

**deadline:** Project funding deadline as Unix epoch time integer.

**disable\_communication:** Contains a boolean. Likely, its value is False if a creator whether doesn't allow to be contacted. However, I cannot confirm its meaning beyond any doubt. **friends:** Is mainly an empty value, but contains empty square brackets in a few cases.

**fx\_rate:** Stands for foreign exchange rate. It's the exchange rate used to convert the project's currency into the current currency at the time of the data scraping (float).

**goal:** Funding goal in the project's currency (float).

**id:** Internal Kickstarter id.

**is\_backing:** It is unclear what this feature refers to. The common characteristics of those projects are that they are live and neither spotlighted, nor staff-picked. However, most values are empty.

**is\_starrable:** The meaning remains unclear to me. It contains boolean values, which are mostly "False".

**is\_starred:** Contains a few Boolean, the rest is nan. Interestingly, is\_backing and is\_starrable contain the same values for each observation. The meaning remains unclear to me.

**launched\_at:** Time project opened for funding as Unix epoch time integer.

**location:** String representation of a dictionary, containing location information:

- **\_id:** location id,
- **name:** city name,
- **slug:** location slug,
- **short name:** city + country or US-state
- **displayable name:** city, + country or US-state,
- **localized name:** name of the city - **country:** country name (abbreviated)
- **state:** local state/region,
- **type:** location type - town, city etc.
- **is root:** False, the meaning is unclear,
- **urls:** location specific search urls

**name:** Project title

**permissions:** Contains mostly cells, in a few cases there are empty square brackets. Those are only found if there are non-null values in *friends*, *is\_backing*, *is\_starrable*.

**photo:** JSON string containing urls, linking to project cover photos in multiple sizes: original, ed, med, little, small, thumb and 1024x576, 1536x864.

**pledged:** Amount pledged in project currency

**profile:** JSON string containing fundamental project information, which were extracted from the project's homepage header:

- *id* and *project id*: both keys contain the same project id, - *state*: Refers to projects that can be followed, after the funding ended. Values are 'inactive' or 'active',
- *state changed at*: Refers to the last time a profile information changed in Unix epoch time,
- *name*: project title (cf. *name*),
- *blurb*: Short campaign description, it may be different from the initial *blurb* above,
- *background color*, *text color*, *link background color*:, *link\_text\_color*: color information as hex code, - *\_link text*: text in a button of a project's homepage,
- *link url*: contains information on style attributes of links
- *image urls*: contains information on image attributes and urls linking to images

**slug**: Project URI slug.

**source\_url**: Category URIs.

**spotlight**: It is true for projects that were promoted by Kickstarter by spotlighting it on the landing page and optionally in Kickstarter's newsletter/social media channels.

**staff\_pick**: It is true for projects which were picked by staff and awarded the 'Projects We Love' badge.

**state**: Refers to the current status of a project: successful, failed, canceled, live or suspended.

**state\_changed\_at**: A Unix epoch time integer referring to when the status of the project has changed last, usually when the campaign ended.

**static\_usd\_rate**: Conversion rate from project currency to USD. What exactly this exchange rate stands for and what date it relates to, remains unclear to me.

**urls**: Json style string, containing: - *\_project*: Link to project campaign page, which ends with a search query term: '?ref=discovery\_category\_newest' - *rewards*: Link to project rewards for pledges

**usd pledged**: Refers to the total amount pledged in USD, which was converted using the above static USD conversion rate.

**usd type**: International vs. domestic dollar type. However, since US projects are often considered international dollars, the meaning remains unclear to me.

## 4.3 Issues Summary

### 4.3.1 Tidiness Issues

- *category*: Contains multiple variables in the form of a string representation of a dictionary. Category name and category slug should be stored in separate columns.
- *creator*: Contains multiple variables in the form of a string representation of a dictionary. Creator id and creator name should be stored in separate columns.
- *location*: Contains multiple variables in the form of a string representation of a dictionary. City, state, displayable name and location type should be stored in separate columns.
- *photos*: contains multiple variables in the form of a string representation of a dictionary. Image link of size 'ed' should be stored in a separate column.
- *profile*: contains multiple variables in the form of a string representation of a dictionary. "Project id" and "profile change at" should be stored in a separate column.
- *Urls*: contains multiple variables in the form of a string representation of a dictionary. There should be one single URL linking to a project.
- Duplicate projects with different values in some of the columns.
- *Staff pick* and *spotlight* refer to the same concern, namely whether a project was promoted by Kickstarter. Therefore, they should be summarized into one column.

### 4.3.2 Quality Issues

- Erroneous values in *country*. They should match the value in *location*.
- *created at*, *deadline*, *launched at*, *state changed at* and *last updated at* time format is not human readable.
- Observations don't follow an ordered pattern. A historic order would help improving interpretation.
- Dubious currency conversion: we can't rely on values in *static usd rate* and *fx rate* due to missing documentation and inconsistent values.
- *goal* and *usd pledged* are incomparable due to non-matching currencies and dubious exchange rates.
- Missing description (blurb) in some projects
- Erroneous data types: - *country*, *currency*, *status*, *category* and *subcategory* should be of type category.
- Ambiguous column names: name should refer to a project's title, *pledged* and *goal* should include currency measures.
- Dubious project statuses: The project's status (ID 2191564) is successful, the difference between goal and pledged is negative though. The projects status is failed (IDs: 3434836, 2736214, 445566), in spite of a positive surplus of pledged and goal.
- Irrelevant features

## 4.4 Cleaning Data

We are now going to prepare our data for analysis. Any corrupt, inaccurate and unnecessary observations are being corrected or removed with the goal to create a master data frame I can use for analysis. I'm going to start by addressing structural issues first.

### 4.4.1 Tidiness

```
In [43]: # create copy of data frame
kickstarter_clean = kickstarter.copy()
```

*category* contains multiple variables in the form of a string representation of a dictionary. Category name and category slug should be stored in separate columns.

#### Define

Rename *category* to *initial category*. Convert string into a dictionary using json module. Extract values of the keys 'name' and 'slug' from *initial category* and store each value in a new, separate column. Store name in *subcategory* and slug in *category*. Only keep the parent category from slug, which is the term before the slash character.

#### Code

```
In [44]: # Rename category
kickstarter_clean.rename(index=str, columns={"category": "initial_category"}, inplace=True)

# convert string to dictionary
categories = [json.loads(kickstarter_clean.iloc[int(i)]['initial_category']) for i in range(kickstarter_clean.shape[0])]

# extract slug and name
```

```

kickstarter_clean['subcategory'] = [category['name'] for category in categories]
kickstarter_clean['category'] = [category['slug'] for category in categories]

# extract parent category from slug
kickstarter_clean['category'] = kickstarter_clean['category'].str.extract(r'(?P<category)')

# capitalize category
kickstarter_clean['category'] = kickstarter_clean['category'].str.title()

```

## Test

```

In [45]: # category was renamed to initial category
if 'initial_category' in kickstarter_clean.columns:
    print("Initial category found.")
else:
    print("Initial category NOT found.")

```

Initial category found.

```

In [46]: # now we should have two additional columns: category and subcategory
kickstarter_clean[['subcategory', 'category']].sample(10)

```

```

Out[46]:
   subcategory  category
95665  Wearables  Technology
63334      Art      Art
36372  Illustration  Art
137029  Webseries  Film & Video
210632  Painting   Art
14671    Web      Journalism
111915  Software   Technology
376     Documentary  Film & Video
177446  Narrative Film  Film & Video
21286    Video      Journalism

```

```

In [47]: # all categories and subcategories are capitalized and were correctly extracted
kickstarter_clean.category.value_counts()

```

```

Out[47]:
Film & Video    27981
Music           27654
Technology      21398
Art             20981
Publishing      20595
Food            16573
Games           14119
Fashion         12350
Design          9002
Comics          8916
Photography     8277

```



|            |      |
|------------|------|
| Crafts     | 7388 |
| Theater    | 7117 |
| Journalism | 5925 |
| Dance      | 4102 |

Name: category, dtype: int64

In [48]: `kickstarter_clean.subcategory.value_counts()`

Out[48]:

|                   |      |
|-------------------|------|
| Web               | 4627 |
| Product Design    | 4387 |
| Tabletop Games    | 4066 |
| Accessories       | 3633 |
| Comic Books       | 3479 |
| Comedy            | 3195 |
| Illustration      | 3042 |
| Graphic Novels    | 2998 |
| Children's Books  | 2980 |
| Apparel           | 2936 |
| Gadgets           | 2936 |
| Documentary       | 2907 |
| Photobooks        | 2845 |
| Drinks            | 2841 |
| Shorts            | 2821 |
| Restaurants       | 2733 |
| Fiction           | 2721 |
| Video Games       | 2716 |
| Nonfiction        | 2714 |
| Country & Folk    | 2700 |
| Art Books         | 2649 |
| Playing Cards     | 2645 |
| Hardware          | 2643 |
| Apps              | 2638 |
| Drama             | 2617 |
| Rock              | 2592 |
| Indie Rock        | 2585 |
| Mixed Media       | 2544 |
| Pop               | 2525 |
| Classical Music   | 2522 |
| ...               |      |
| Couture           | 338  |
| Knitting          | 333  |
| Fabrication Tools | 328  |
| Puzzles           | 324  |
| Photo             | 316  |
| Publishing        | 311  |
| Makerspaces       | 295  |
| Film & Video      | 264  |
| Video Art         | 262  |

|                 |     |
|-----------------|-----|
| Romance         | 249 |
| Design          | 245 |
| Workshops       | 244 |
| Crochet         | 237 |
| Bacon           | 231 |
| Pottery         | 223 |
| Fashion         | 200 |
| Glass           | 199 |
| Latin           | 192 |
| Translations    | 190 |
| Pet Fashion     | 179 |
| Embroidery      | 171 |
| Typography      | 147 |
| Weaving         | 143 |
| Literary Spaces | 141 |
| Residencies     | 140 |
| Quilts          | 109 |
| Games           | 92  |
| Letterpress     | 68  |
| Chiptune        | 46  |
| Taxidermy       | 18  |

Name: subcategory, Length: 159, dtype: int64

*creator* contains multiple variables in the form of a string representation of a dictionary. Creator id and creator name should be stored in separate columns.

#### Define

Some creator entries are not recognized as valid json, so we cannot use the json module to convert the string into a dictionary. For example, some creators use nicknames in quotation marks (e.g. "name": "Kat"NomadiKat" Valleria"). Instead, manually extract id and name using regular expressions. Then, remove remaining keys and quotation marks and convert *creator id* into integers. Finally, store the new values in two new columns: *creator id* and *creator name*.

#### Code

```
In [49]: # extract creator id and creator name from json object
kickstarter_clean['creator_id'] = kickstarter_clean['creator'].str.extract(r'(?P<creator_id>[0-9]+)')
kickstarter_clean['creator_name'] = kickstarter_clean['creator'].replace(",","\\,")
kickstarter_clean['creator_name'] = kickstarter_clean['creator_name'].str.extract(r'(?P<creator_name>[a-zA-Z0-9_]+)')

# remove keys and unnecessary double quotes and convert to appropriate data format
kickstarter_clean['creator_id'] = [int(creator[5:]) for creator in kickstarter_clean['creator_id']]
kickstarter_clean['creator_name'] = [str(name)[8:-3] for name in kickstarter_clean['creator_name']]

# slice off string starting from 'slug' or 'is_registered'
def cut_ending(name):
    i = name.find("slug")
    if i != -1: return name[:i-3]
    i = name.find("is_registered")
```

```

    if i != -1: return name[:i-3]
    return name

```

```
kickstarter_clean['creator_name'] = kickstarter_clean['creator_name'].apply(cut_endings)
```

## Test

```
In [50]: # We have two new columns.
```

```
kickstarter_clean[['creator_id', 'creator_name']].sample(20)
```

```
Out [50]:
```

|        | creator_id | creator_name          |
|--------|------------|-----------------------|
| 102791 | 558226010  | Ty DeBellotte         |
| 92595  | 358625990  | William Quigley       |
| 104483 | 1708415095 | Gareth Price          |
| 48321  | 939969452  | Jeroen van der Pol    |
| 121954 | 661334869  | Yatta Golf            |
| 199447 | 535732307  | Paul Taylor           |
| 45064  | 650035249  | Remo                  |
| 193569 | 707440663  | The Nightwood Society |
| 154944 | 2017027030 | BSKi                  |
| 22104  | 1940176907 | Daniel Gohstand       |
| 42978  | 1257783555 | Macy Stevens          |
| 50464  | 707305561  | Jennifer Ilse         |
| 187013 | 692137480  | Chris Clemmons        |
| 8642   | 198384763  | Mondragón             |
| 209361 | 1603066771 | Misael Soto           |
| 52604  | 1044608562 | Leonardo Puentes      |
| 126217 | 243226919  | chris leech           |
| 66376  | 323665577  | Liz & Russ Babcock    |
| 124864 | 325168833  | Randy Robert          |
| 49321  | 64404943   | Sebastian Reynolds    |

```
In [51]: # creator_id is integer
```

```
kickstarter_clean.creator_id.sample(3)
```

```
Out [51]:
```

|        |            |
|--------|------------|
| 86716  | 667065938  |
| 122391 | 1516866189 |
| 109969 | 1502070645 |

Name: creator\_id, dtype: int64

```
In [52]: # test if any empty creator names
```

```
kickstarter_clean[kickstarter_clean.creator_name == '']['creator_name'].any()
```

```
Out [52]: False
```

*location* contains multiple variables in the form of a string representation of a dictionary. City, state, displayable name and location type should be stored in separate columns. Erroneous values in country. They should match the value in location.

## Define

Start by removing unwanted nan values from the location data. It simplifies the conversion of

our json string into a dictionary when using the json module. Rename the column referring to the project's *state* in *status* to avoid mixing it up with a location's *state*. Then, extract the values of *name*, *state*, *displayable name*, *type*, *country* and store them in separate new columns *city*, *state*, *displ loc*, *loc type* and *country*.

#### Code

```
In [53]: # drop observations without location
kickstarter_clean.dropna(subset=['location'], inplace=True)
kickstarter_clean.reset_index(drop=True, inplace=True)

# convert string to dictionary
locations = [json.loads(kickstarter_clean.iloc[int(i)]['location']) for i in kickstarter_clean.index]

# rename state into status
kickstarter_clean.rename(index = str, columns={"state": "status"}, inplace = True)

# extract city name, state, displayable location and type
kickstarter_clean['city'] = [location['name'] for location in locations]
kickstarter_clean['state'] = [location['state'] for location in locations]
kickstarter_clean['displ_loc'] = [location['displayable_name'] for location in locations]
kickstarter_clean['loc_type'] = [location['type'] for location in locations]
kickstarter_clean['country'] = [location['country'] for location in locations]
```

#### Test

```
In [54]: # renaming successful
kickstarter_clean.status.value_counts()
```

```
Out[54]: successful    120790
failed              75493
canceled             8645
live                 6596
suspended            635
Name: status, dtype: int64
```

```
In [55]: # there shouldn't be any null values left
kickstarter_clean.location.isna().any()
```

```
Out[55]: False
```

```
In [56]: # new columns: 'city', 'state', 'displ_location', 'loc_type'
kickstarter_clean[['city', 'state', 'displ_loc', 'loc_type', 'country', 'location']]
```

```
Out[56]:
```

|        | city        | state | displ_loc       | loc_type | country | \ |
|--------|-------------|-------|-----------------|----------|---------|---|
| 78483  | 23705       | VA    | Portsmouth, VA  | Zip      | US      |   |
| 110805 | Los Angeles | CA    | Los Angeles, CA | Town     | US      |   |
| 71149  | Nashville   | TN    | Nashville, TN   | Town     | US      |   |
| 211427 | Burleson    | TX    | Burleson, TX    | Town     | US      |   |
| 156624 | San Jose    | CA    | San Jose, CA    | Town     | US      |   |

|        |             |         |                 |        |    |
|--------|-------------|---------|-----------------|--------|----|
| 205146 | Portland    | OR      | Portland, OR    | Town   | US |
| 164012 | Raleigh     | NC      | Raleigh, NC     | Town   | US |
| 23925  | Frederick   | MD      | Frederick, MD   | Town   | US |
| 95929  | Queens      | NY      | Queens, NY      | County | US |
| 85320  | Tucson      | AZ      | Tucson, AZ      | Town   | US |
| 2895   | New London  | CT      | New London, CT  | Town   | US |
| 149157 | Keansburg   | NJ      | Keansburg, NJ   | Town   | US |
| 7375   | Los Angeles | CA      | Los Angeles, CA | Town   | US |
| 23815  | New York    | NY      | New York, NY    | Town   | US |
| 101349 | Los Angeles | CA      | Los Angeles, CA | Town   | US |
| 122317 | Long Island | NY      | Long Island, NY | Island | US |
| 98797  | New York    | NY      | New York, NY    | Town   | US |
| 59828  | Houston     | TX      | Houston, TX     | Town   | US |
| 89109  | San Jose    | CA      | San Jose, CA    | Town   | US |
| 1516   | London      | England | London, UK      | Town   | GB |

|        | location  |
|--------|---|
| 78483  | {"id":12767474,"name":"23705","slug":null,"sho... |
| 110805 | {"id":2442047,"name":"Los Angeles","slug":"los... |
| 71149  | {"id":2457170,"name":"Nashville","slug":"nashv... |
| 211427 | {"id":2372036,"name":"Burleson","slug":"burles... |
| 156624 | {"id":2488042,"name":"San Jose","slug":"san-jo... |
| 205146 | {"id":2475687,"name":"Portland","slug":"portla... |
| 164012 | {"id":2478307,"name":"Raleigh","slug":"raleigh... |
| 23925  | {"id":2372860,"name":"Frederick","slug":"frede... |
| 95929  | {"id":12589352,"name":"Queens","slug":"queens-... |
| 85320  | {"id":2508428,"name":"Tucson","slug":"tucson-a... |
| 2895   | {"id":2458689,"name":"New London","slug":"new-... |
| 149157 | {"id":2430925,"name":"Keansburg","slug":"keans... |
| 7375   | {"id":2442047,"name":"Los Angeles","slug":"los... |
| 23815  | {"id":2459115,"name":"New York","slug":"new-yo... |
| 101349 | {"id":2442047,"name":"Los Angeles","slug":"los... |
| 122317 | {"id":12485627,"name":"Long Island","slug":"lo... |
| 98797  | {"id":2459115,"name":"New York","slug":"new-yo... |
| 59828  | {"id":2424766,"name":"Houston","slug":"houston... |
| 89109  | {"id":2488042,"name":"San Jose","slug":"san-jo... |
| 1516   | {"id":44418,"name":"London","slug":"london-gb"... |

*photos* contains multiple variables in the form of a string representation of a dictionary.  
Image link of size 'ed' should be stored in a separate column.

#### Define

Convert *photo* into a dictionary using the json module. Extract the image link to be found within the key 'ed' and store the values in a separate column with the name *image*.

#### Code

```
In [57]: # convert string to dictionary
photos = [json.loads(kickstarter_clean.iloc[int(i)]['photo']) for i in kickstarter_cl
```

```
In [58]: # extract image of size 'ed' and store in new column 'image'
kickstarter_clean['image'] = [photo['ed'] for photo in photos]
```

## Test

```
In [59]: # show examples how image url was extracted
kickstarter_clean.image.sample(20)
```

```
Out [59]: 59225      https://ksr-ugc.imgix.net/assets/016/643/903/5...
47516      https://ksr-ugc.imgix.net/assets/022/587/100/6...
82953      https://ksr-ugc.imgix.net/assets/023/988/861/7...
82786      https://ksr-ugc.imgix.net/assets/012/036/640/c...
118023     https://ksr-ugc.imgix.net/assets/019/725/039/c...
191203     https://ksr-ugc.imgix.net/assets/022/884/647/a...
39479      https://ksr-ugc.imgix.net/assets/024/018/278/c...
26334      https://ksr-ugc.imgix.net/assets/017/199/341/1...
174766     https://ksr-ugc.imgix.net/assets/016/624/529/3...
59803      https://ksr-ugc.imgix.net/assets/024/126/619/f...
32200      https://ksr-ugc.imgix.net/assets/025/296/376/0...
143416     https://ksr-ugc.imgix.net/assets/012/169/686/e...
164491     https://ksr-ugc.imgix.net/assets/012/050/245/9...
168476     https://ksr-ugc.imgix.net/assets/013/650/146/a...
191104     https://ksr-ugc.imgix.net/assets/011/993/010/2...
139905     https://ksr-ugc.imgix.net/assets/012/007/951/b...
101586     https://ksr-ugc.imgix.net/assets/011/726/570/a...
1337       https://ksr-ugc.imgix.net/assets/020/085/733/4...
189612     https://ksr-ugc.imgix.net/assets/012/033/844/1...
6314       https://ksr-ugc.imgix.net/assets/012/068/220/0...
Name: image, dtype: object
```

```
In [60]: # example value
kickstarter_clean.iloc[8354]['image']
```

```
Out [60]: 'https://ksr-ugc.imgix.net/assets/011/322/046/eb9b895fee765ffaa4dfa45be1a02e21_origin'
```

*profile* contains multiple variables in the form of a string representation of a dictionary. “Project id” and “profile change at” should be stored in a separate column.

## Define

Due to unescaped quotation marks within values, the string is invalid JSON. Therefore, extract the id from *product id* and the values of state changed using regular expressions. Then, remove remaining keys and quotation marks and convert creator id into an integer. Store the extracted values in new columns: *project id* and *last update at*.

## Code

```
In [61]: # extract creator id and creator name from json object
kickstarter_clean['project_id'] = kickstarter_clean['profile'].str.extract(r'(?P<proj

# remove keys and unnecessary quotes and convert to integer
kickstarter_clean['project_id'] = [int(project_id[13:]) for project_id in kickstarter.
```

```
In [62]: # extract profile_changed_at
kickstarter_clean['last_update_at'] = kickstarter_clean['profile'].str.extract(r'(?P<

# remove keys and unnecessary double quotes and convert to int
kickstarter_clean['last_update_at'] = [int(time[19:]) for time in kickstarter_clean['
```

### Test

```
In [63]: # show new project_id and last update at columns and compare values to previous column
kickstarter_clean[['project_id', 'profile', 'id', 'creator_id', 'location', 'last_update_at']]
```

```
Out [63]:      project_id      profile \
60899      3440211  {"id":3440211,"project_id":3440211,"state":"ac...

           id  creator_id \
60899  957907239    928963061

                                location  last_update_at
60899  {"id":733075,"name":"Rotterdam","slug":"rotter...    1538478462
```

```
In [64]: # last update should be of type integer for now
kickstarter_clean['last_update_at'].sample()
```

```
Out [64]: 185320      1425915837
          Name: last_update_at, dtype: int64
```

**Urls** contains multiple variables in the form of a string representation of a dictionary. There should be one single URL linking to a project.

### Define

Convert *urls* into dictionaries using the `json` module and extract the value of key 'project'. Remove the query string from the end of the URI.

### Code

```
In [65]: # convert string to dictionary
urls = [json.loads(kickstarter_clean.iloc[int(i)]['urls']) for i in kickstarter_clean

# remove query string
kickstarter_clean['url'] = [url['web']['project'].replace("?ref=discovery_category_ne
```

### Test

```
In [66]: # show examples of our newly created url feature
kickstarter_clean.url.sample(10)
```

```
Out [66]: 176469      https://www.kickstarter.com/projects/120749198...
          152539      https://www.kickstarter.com/projects/105641330...
          88704      https://www.kickstarter.com/projects/unicornpa...
          87013      https://www.kickstarter.com/projects/168124492...
          170156      https://www.kickstarter.com/projects/200759112...
```

```

52282      https://www.kickstarter.com/projects/103250360...
192837      https://www.kickstarter.com/projects/174645931...
209494      https://www.kickstarter.com/projects/152909942...
55341      https://www.kickstarter.com/projects/elizka-br...
13429      https://www.kickstarter.com/projects/56814098/...
Name: url, dtype: object

```

### Duplicate projects with different values in some of the columns.

#### Define

The assessment revealed that duplicate entries resulted from inconsistent values in features that are irrelevant for our research. Consequently, it is sufficient to remove duplicated observations by referring to projects with the same project\_id. Keep the first observation in each case.

#### Code

```

In [67]: kickstarter_clean.drop_duplicates(subset=['project_id'], keep='first', inplace=True)
kickstarter_clean.reset_index(drop=True, inplace=True)

```

#### Test

```

In [68]: # There shouldn't be any duplicated project ids left.
len(kickstarter_clean[kickstarter_clean.project_id.duplicated()])

```

Out[68]: 0

*Staff pick* and *spotlight* refer to the same concern, namely whether a project was promoted by Kickstarter. Therefore, they should be summarized into one column.

#### Define:

Create two additional columns for projects that were a) not supported and 2) fully supported. Fully supported projects shall refer to project that were both, spotlighted on the landing page and were awarded a “Projects We Love” badge. Fill both columns by default with False. Then compare staff pick and spotlight. If both values are True for one observation, change the value in *full support* to True. If both values are False, change the value in *no support* to True.

Subsequently, replace all True values in *staff pick* into “Projects We Love” and all True values in *spotlight* by “spotlight”

In *staff pick* replace all True values by “Projects We Love” and in *spotlight* replace all True values by “spotlight”. Melt all values into one column and call it *featured*. Remove all rows containing “False” in *featured* and the placeholder column, that was generated in the melt process. Finally, reset index.

#### Code:

```

In [69]: len(kickstarter_clean)

```

Out[69]: 184921

```

In [70]: # add additional columns with placeholder values
kickstarter_clean['no support'] = False
kickstarter_clean['full support'] = False

# assign "no support" to all observation without any support,

```



```

# meaning the values are False in both, staff_pick and spotlight
kickstarter_clean.loc[(kickstarter_clean['spotlight'] == False) & (kickstarter_clean['staff_pick'] == False), 'no support'] = "no support"

# assign "full support" to all observation with full support,
# meaning the values are True in staff_pick and spotlight
kickstarter_clean.loc[(kickstarter_clean['spotlight'] == True) & (kickstarter_clean['staff_pick'] == True), 'full support'] = "full support"

# replace True values of fully supported projects to False in spotlight and staff_pick
kickstarter_clean.loc[(kickstarter_clean['spotlight'] == True) & (kickstarter_clean['staff_pick'] == True), ['spotlight', 'staff_pick']] = False

# In staff_pick, replace all remaining True values by "Projects We Love"
kickstarter_clean.loc[(kickstarter_clean['staff_pick'] == True), 'staff_pick'] = "Projects We Love"

# In spotlight, replace all remaining True values by "spotlight"
kickstarter_clean.loc[(kickstarter_clean['spotlight'] == True), 'spotlight'] = "spotlight"

# get column names and remove the 4 support related columns
column_names = kickstarter_clean.columns
column_names = column_names.drop(['no support', 'full support', 'staff_pick', 'spotlight'])

# melt columns into one column "featured"
kickstarter_clean = pd.melt(kickstarter_clean, id_vars=column_names, var_name='placeholder')

# Remove all observation containing False
kickstarter_clean = kickstarter_clean[kickstarter_clean['featured'] != False]

# remove placeholder and reset index
kickstarter_clean.drop(['placeholder'], axis=1, inplace=True)
kickstarter_clean.reset_index(drop=True, inplace=True)

```

**Test:**

```

In [71]: # we shouldn't have lost any observations
kickstarter_clean.info()

```

```

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 184921 entries, 0 to 184920
Data columns (total 48 columns):
backers_count      184921 non-null int64
blurb              184913 non-null object
initial_category   184921 non-null object
converted_pledged_amount  184921 non-null int64
country            184921 non-null object
created_at         184921 non-null int64
creator            184921 non-null object
currency           184921 non-null object

```

```

currency_symbol      184921 non-null object
currency_trailing_code 184921 non-null bool
current_currency     184921 non-null object
deadline             184921 non-null int64
disable_communication 184921 non-null bool
friends              102 non-null object
fx_rate              184921 non-null float64
goal                 184921 non-null float64
id                   184921 non-null int64
is_backing           102 non-null object
is_starrable         184921 non-null bool
is_starred           102 non-null object
launched_at          184921 non-null int64
location              184921 non-null object
name                  184921 non-null object
permissions           102 non-null object
photo                 184921 non-null object
pledged               184921 non-null float64
profile               184921 non-null object
slug                  184921 non-null object
source_url            184921 non-null object
status                184921 non-null object
state_changed_at      184921 non-null int64
static_usd_rate        184921 non-null float64
urls                  184921 non-null object
usd_pledged           184921 non-null float64
usd_type              184860 non-null object
subcategory           184921 non-null object
category              184921 non-null object
creator_id            184921 non-null int64
creator_name          184921 non-null object
city                  184921 non-null object
state                 184868 non-null object
displ_loc             184921 non-null object
loc_type              184921 non-null object
image                 184921 non-null object
project_id            184921 non-null int64
last_update_at        184921 non-null int64
url                   184921 non-null object
featured              184921 non-null object
dtypes: bool(3), float64(5), int64(10), object(30)
memory usage: 64.0+ MB

```

```

In [72]: # show example values of our new column
kickstarter_clean[['featured']].sample(10)

```

```

Out[72]:      featured
4305      spotlight

```

|        |              |
|--------|--------------|
| 155066 | no support   |
| 28055  | spotlight    |
| 70232  | spotlight    |
| 140870 | no support   |
| 144328 | no support   |
| 152932 | no support   |
| 173463 | full support |
| 52391  | spotlight    |
| 123207 | no support   |

```
In [73]: # show distribution of support
kickstarter_clean['featured'].value_counts()
```

```
Out[73]: no support      84621
spotlight      77741
full support    19747
Projects We Love    2812
Name: featured, dtype: int64
```

```
In [74]: # the index was reset
kickstarter_clean.tail()
```

```
Out[74]:
```

|        | backers_count | blurb \   |
|--------|---------------|---|
| 184916 | 96            | A visual essay exploring humanity's relationsh... |
| 184917 | 79            | The untold story of an inland sea, a small tow... |
| 184918 | 60            | Thomas est un mari et un père irréprochable. M... |
| 184919 | 215           | Spoiled Milk is a USC Graduate thesis film abo... |
| 184920 | 143           | big trees broken hearts beautiful images          |

|        | initial_category \                                |
|--------|---|
| 184916 | {"id":294,"name":"Experimental","slug":"film &... |
| 184917 | {"id":30,"name":"Documentary","slug":"film & v... |
| 184918 | {"id":32,"name":"Shorts","slug":"film & video/... |
| 184919 | {"id":32,"name":"Shorts","slug":"film & video/... |
| 184920 | {"id":31,"name":"Narrative Film","slug":"film ... |

|        | converted_pledged_amount | country | created_at \ |
|--------|--------------------------|---------|--------------|
| 184916 | 10834                    | GB      | 1404650625   |
| 184917 | 5109                     | US      | 1422379803   |
| 184918 | 8389                     | FR      | 1436436273   |
| 184919 | 18291                    | US      | 1516668607   |
| 184920 | 10626                    | US      | 1324229394   |

|        | creator   | currency \ |
|--------|---|------------|
| 184916 | {"id":71118245,"name":"Louis-Jack Horton-Steph... | GBP        |
| 184917 | {"id":1224433372,"name":"Aaron Peterson // Cle... | USD        |
| 184918 | {"id":2030287359,"name":"David GUIRAUD","slug"... | EUR        |
| 184919 | {"id":1960005274,"name":"Florence Heller","is_... | USD        |
| 184920 | {"id":1756210031,"name":"Adele Romanski","is_r... | USD        |

|        | currency_symbol | currency_trailing_code | ... | \ |
|--------|-----------------|------------------------|-----|---|
| 184916 | č               | False                  | ... |   |
| 184917 | \$              | True                   | ... |   |
| 184918 |                 | False                  | ... |   |
| 184919 | \$              | True                   | ... |   |
| 184920 | \$              | True                   | ... |   |

  

|        | creator_name                          | city        | \ |
|--------|---------------------------------------|-------------|---|
| 184916 | Louis-Jack Horton-Stephens            | London      |   |
| 184917 | Aaron Peterson // Clear & Cold Cinema | Munising    |   |
| 184918 | David GUIRAUD                         | Valbonne    |   |
| 184919 | Florence Heller                       | Los Angeles |   |
| 184920 | Adele Romanski                        | Los Angeles |   |

  

|        | state                      | displ_loc        | loc_type   | \ |
|--------|----------------------------|------------------|------------|---|
| 184916 | England                    | London, UK       | Town       |   |
| 184917 | MI                         | Munising, MI     | Town       |   |
| 184918 | Provence-Alpes-Cote d'Azur | Valbonne, France | LocalAdmin |   |
| 184919 | CA                         | Los Angeles, CA  | Town       |   |
| 184920 | CA                         | Los Angeles, CA  | Town       |   |

  

|        | image   | project_id | \ |
|--------|---|------------|---|
| 184916 | <a href="https://ksr-ugc.imgix.net/assets/011/740/553/7...">https://ksr-ugc.imgix.net/assets/011/740/553/7...</a> | 1100765    |   |
| 184917 | <a href="https://ksr-ugc.imgix.net/assets/012/015/917/4...">https://ksr-ugc.imgix.net/assets/012/015/917/4...</a> | 1662891    |   |
| 184918 | <a href="https://ksr-ugc.imgix.net/assets/012/192/019/6...">https://ksr-ugc.imgix.net/assets/012/192/019/6...</a> | 2005448    |   |
| 184919 | <a href="https://ksr-ugc.imgix.net/assets/020/006/374/4...">https://ksr-ugc.imgix.net/assets/020/006/374/4...</a> | 3285357    |   |
| 184920 | <a href="https://ksr-ugc.imgix.net/assets/011/308/760/9...">https://ksr-ugc.imgix.net/assets/011/308/760/9...</a> | 65220      |   |

  

|        | last_update_at | url   | \ |
|--------|----------------|---|---|
| 184916 | 1433352322     | <a href="https://www.kickstarter.com/projects/louis-jac...">https://www.kickstarter.com/projects/louis-jac...</a> |   |
| 184917 | 1425915891     | <a href="https://www.kickstarter.com/projects/122443337...">https://www.kickstarter.com/projects/122443337...</a> |   |
| 184918 | 1436436273     | <a href="https://www.kickstarter.com/projects/enproiefi...">https://www.kickstarter.com/projects/enproiefi...</a> |   |
| 184919 | 1516668607     | <a href="https://www.kickstarter.com/projects/196000527...">https://www.kickstarter.com/projects/196000527...</a> |   |
| 184920 | 1425915804     | <a href="https://www.kickstarter.com/projects/175621003...">https://www.kickstarter.com/projects/175621003...</a> |   |

  

|        | featured     |
|--------|--------------|
| 184916 | full support |
| 184917 | full support |
| 184918 | full support |
| 184919 | full support |
| 184920 | full support |

[5 rows x 48 columns]

## 4.5 Quality issues

*created at, deadline, launched at, state changed at and last updated at* time format is not human readable.

### Define

Convert *created at, deadline, launched at, state changed at and last updated at* into datetime format.

### Code

```
In [75]: # to datetime
kickstarter_clean[['created_at', 'launched_at', 'state_changed_at', 'deadline', 'last_
```

### Test

```
In [76]: kickstarter_clean[['created_at', 'launched_at', 'state_changed_at', 'deadline', 'last_
```

```
Out [76]:
```

|        | created_at          | launched_at         | state_changed_at    | \ |
|--------|---------------------|---------------------|---------------------|---|
| 145218 | 2016-01-22 12:59:48 | 2016-03-09 08:51:59 | 2016-04-08 07:51:59 |   |
| 85785  | 2018-05-14 18:11:17 | 2018-05-22 22:30:28 | 2018-06-21 22:30:29 |   |
| 111907 | 2015-03-31 18:09:52 | 2015-04-16 17:22:47 | 2015-06-15 17:22:50 |   |
| 12673  | 2015-07-22 14:10:55 | 2015-08-07 08:38:02 | 2015-09-06 08:38:04 |   |
| 53810  | 2014-10-08 22:39:42 | 2014-11-02 22:27:04 | 2014-12-02 22:27:04 |   |

  

|        | deadline            | last_update_at      |
|--------|---------------------|---------------------|
| 145218 | 2016-04-08 07:51:59 | 2016-01-22 12:59:48 |
| 85785  | 2018-06-21 22:30:28 | 2018-05-14 18:11:17 |
| 111907 | 2015-06-15 17:22:47 | 2015-03-31 18:09:52 |
| 12673  | 2015-09-06 08:38:02 | 2015-07-22 14:10:55 |
| 53810  | 2014-12-02 22:27:04 | 2015-03-09 15:44:38 |

Observations don't follow an ordered pattern. A historic order would help improving interpretation.

### Define

Sort observations in descending order based on the date a project was *launched at*.

### Code

```
In [77]: # sort values and reset index
kickstarter_clean.sort_values(by='launched_at', ascending=False, inplace=True)
kickstarter_clean.reset_index(drop=True, inplace=True)
```

### Test

```
In [78]: kickstarter_clean.launched_at.head(10)
```

```
Out [78]: 0    2019-07-18 05:04:48
1    2019-07-18 03:50:07
2    2019-07-18 03:23:01
3    2019-07-18 03:20:47
4    2019-07-18 02:55:13
5    2019-07-18 02:55:09
```

```

6    2019-07-18 02:24:42
7    2019-07-18 01:43:29
8    2019-07-18 01:33:07
9    2019-07-18 00:57:35
Name: launched_at, dtype: datetime64[ns]

```

```
In [79]: kickstarter_clean.launched_at.tail()
```

```

Out[79]: 184916    2009-05-01 15:44:25
        184917    2009-05-01 12:22:21
        184918    2009-04-29 21:11:15
        184919    2009-04-29 20:08:13
        184920    2009-04-28 11:55:41
Name: launched_at, dtype: datetime64[ns]

```

**Dubious currency conversion: we can't rely on values in *static usd rate* and *fx rate* due to missing documentation and inconsistent values.**

### Define

As we found inconsistencies in exchange rates, gather the exchange rates from the API of European Central Bank: <https://exchangeratesapi.io/>.

First request the current exchange rate as of today using USD as the currency base. Generate a new column and match the current exchange rate to the project's currency: USD, GBP, EUR, CAD, AUD, MXN, SEK, NZD, DKK, HKD, CHF, SGD, NOK and JPY.

Generate a second column of historic exchange rates based on the dates of the fundraising. By using the historic exchange rates, we'll gain a more realistic impression of the value of a campaign. Use a project's deadline as the date of the exchange rate. Write a function to request the historic exchange rate, based on a project's currency and deadline. The initial request may take multiple hours. So, cache the historic exchange rates into a csv file, to avoid running the request multiple times. Finally, merge the historic exchange rates into the clean data frame.

### Code

```

In [80]: # request current exchange rates based on USD
url = 'https://api.exchangeratesapi.io/latest?base=USD'
response = requests.get(url)

current_fx_rates = json.loads(response.content)
print(f"Current exchange rates base USD, date: {current_fx_rates['date']}.\\n")
print(current_fx_rates)

```

Current exchange rates base USD, date: 2019-08-06.

```
{'rates': {'CAD': 1.3216233128, 'HKD': 7.8367748279, 'ISK': 122.0166264414, 'PHP': 52.08635022}}
```

```

In [81]: # create new column for current exchange rates
currencies = kickstarter_clean['currency'].values
kickstarter_clean['current_fx_rate(usd)'] = [float(current_fx_rates['rates'][currency])

```

```

In [82]: # utility to request exchange rate from API
def get_fx_rate(i):
    rate = 1.0
    # request only if not USD
    if new_projects.iloc[i]['currency'] != 'USD':
        fx_url = url.format(deadlines[i])
        response = requests.get(fx_url)
        response = json.loads(response.content)
        currency = new_projects.iloc[i]['currency']
        rate = float(response['rates'][currency])
    return rate

In [83]: start = time.time()
# load existing exchange rates file or create a new empty data frame
try:
    df_hist_rates = pd.read_csv('./data/exchange_rates.csv')
except:
    df_hist_rates = pd.DataFrame(columns=['project_id', 'hist_exchange_rate(usd)'])

# identify projects without historic exchange rates
# all project that had their exchange rate requested already
old_projects = df_hist_rates['project_id'].values
# new projects with missing exchange rates
new_projects = kickstarter_clean[~kickstarter_clean['project_id'].isin(old_projects)]
print(len(new_projects), "projects require request of historic exchange rate.")

# variables needed to request exchange rate from url
url = 'https://api.exchangeratesapi.io/{}?base=USD'
deadlines = [str(deadline)[:10] for deadline in new_projects['deadline'].values]

# request exchange rate for every new project
if len(new_projects) != 0:
    new_rates = []
    print("Start request of historic exchange rates.")
    for i in range(len(new_projects)):
        try:
            rate = get_fx_rate(i)
            new_rates.append({'project_id' : new_projects.iloc[i]['project_id'],
                              'hist_exchange_rate(usd)': rate})
            print(new_projects.iloc[i]['currency'], ' - ', rate)
        except:
            print("Unexpected error:", sys.exc_info()[0])

    # add new rates to data frame
    df_new_rates = pd.DataFrame(new_rates, columns=df_hist_rates.columns)
    df_hist_rates = df_hist_rates.append(df_new_rates, ignore_index=True)
    df_hist_rates.reset_index(drop=True, inplace=True)
    # write new dataframe to file

```





|     |   |               |
|-----|---|---------------|
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
| DKK | - | 6.6723875927  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3216233128  |
| CAD | - | 1.3148596538  |
| USD | - | 1.0           |
| SEK | - | 9.58854027    |
| USD | - | 1.0           |
| CAD | - | 1.3216233128  |
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
| CHF | - | 0.9760436221  |
| CAD | - | 1.3216233128  |
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| GBP | - | 0.8208635023  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8938946992  |
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| USD | - | 1.0           |
| GBP | - | 0.8208635023  |
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| EUR | - | 0.8938946992  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| SGD | - | 1.380262805   |
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
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| CAD | - | 1.3216233128  |

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| USD | - | 1.0           |
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GBP - 0.8208635023  
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GBP - 0.8208635023  
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EUR - 0.8938946992  
SGD - 1.380262805  
EUR - 0.8938946992  
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|-----|---|--------------|
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| GBP | - | 0.8208635023 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8208635023 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8208635023 |
| EUR | - | 0.8938946992 |
| NOK | - | 8.8982747832 |
| USD | - | 1.0          |
| EUR | - | 0.8938946992 |
| EUR | - | 0.897827258  |
| DKK | - | 6.6723875927 |
| USD | - | 1.0          |
| HKD | - | 7.8367748279 |
| USD | - | 1.0          |
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| GBP | - | 0.8208635023 |
| SGD | - | 1.370181101  |
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| GBP | - | 0.8208635023 |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8208635023 |
| USD | - | 1.0          |
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| USD | - | 1.0          |
| USD | - | 1.0          |
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| USD | - | 1.0          |
| HKD | - | 7.8367748279 |
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 AUD - 1.4719764012  
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 USD - 1.0

GBP - 0.796651865  
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EUR - 0.888651915  
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EUR - 0.897827258  
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USD - 1.0  
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CAD - 1.3234287772  
USD - 1.0  
CAD - 1.3216233128  
USD - 1.0  
GBP - 0.7975241814  
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EUR - 0.897827258  
GBP - 0.7979027815  
USD - 1.0  
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 EUR - 0.897827258  
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 AUD - 1.4719764012  
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 CAD - 1.3230044396  
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| SEK | - | 9.58854027     |
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| GBP | - | 0.8047495062   |
| AUD | - | 1.4438857964   |
| GBP | - | 0.8047495062   |
| AUD | - | 1.4188140883   |
| EUR | - | 0.8916629514   |
| EUR | - | 0.897827258    |
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| USD | - | 1.0            |
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| USD | - | 1.0            |
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| USD | - | 1.0            |
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| GBP | - | 0.7984589346   |
| EUR | - | 0.897827258    |
| USD | - | 1.0            |
| GBP | - | 0.8047495062   |
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| CAD | - | 1.3180104148   |
| CAD | - | 1.3054516301   |
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| NOK | - | 8.7179602482   |
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AUD - 1.4719764012  
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 GBP - 0.8022113241  
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 EUR - 0.897827258  
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EUR - 0.8996851102  
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CAD - 1.3127305443  
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USD - 1.0

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 MXN - 19.5496558505  
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 AUD - 1.4343679712  
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 AUD - 1.4438857964

AUD - 1.4326750449  
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GBP - 0.8003868646  
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CAD - 1.3148661953  
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| EUR | - | 0.9060433089   |
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| GBP | - | 0.7905366112   |
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| GBP | - | 0.8208635023   |
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| USD | - | 1.0            |
| AUD | - | 1.4188140883   |
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| MXN | - | 18.9939609236  |
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| JPY | - | 108.1356842388 |
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| GBP | - | 0.7984589346   |
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| USD | - | 1.0            |
| CAD | - | 1.3054516301   |
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| CAD | - | 1.3054516301   |
| GBP | - | 0.7984589346   |
| CAD | - | 1.3054516301   |
| EUR | - | 0.8907892393   |
| USD | - | 1.0            |
| GBP | - | 0.796651865    |
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| USD | - | 1.0            |
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| EUR | - | 0.8942944017   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| GBP | - | 0.7984589346   |



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| EUR | - | 0.8907892393  |
| GBP | - | 0.8216572505  |
| USD | - | 1.0           |
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| GBP | - | 0.8208635023  |
| EUR | - | 0.8907892393  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7984589346  |
| GBP | - | 0.7979027815  |
| CAD | - | 1.3148661953  |
| GBP | - | 0.8208635023  |
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| GBP | - | 0.8039917659  |
| HKD | - | 7.8051843934  |
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| GBP | - | 0.7984589346  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3054516301  |
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| USD | - | 1.0           |
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| SEK | - | 9.3759858219  |
| AUD | - | 1.4773743516  |
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| NOK | - | 8.5638695885  |
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| GBP | - | 0.7984589346  |
| MXN | - | 19.5496558505 |
| AUD | - | 1.4188140883  |
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| USD | - | 1.0           |
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| USD | - | 1.0           |
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| USD | - | 1.0           |
| EUR | - | 0.8965393581  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7984589346  |
| GBP | - | 0.7984589346  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3054516301  |
| USD | - | 1.0           |

GBP - 0.8208635023  
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 EUR - 0.8907892393  
 CAD - 1.317105971  
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 EUR - 0.8907892393  
 GBP - 0.7984589346  
 EUR - 0.9004141905  
 AUD - 1.4175129164  
 GBP - 0.7984589346  
 HKD - 7.8051843934  
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 EUR - 0.8942944017  
 AUD - 1.4175129164  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 JPY - 106.4628586752

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| USD | - | 1.0          |
| USD | - | 1.0          |
| HKD | - | 7.8156862745 |
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| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
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| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7984589346 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8011144793 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
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 GBP - 0.7984589346  
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 CAD - 1.3054516301  
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 CAD - 1.3216233128  
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 GBP - 0.7984589346  
 USD - 1.0

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 AUD - 1.4175129164  
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 DKK - 6.6358304452  
 EUR - 0.8916629514  
 GBP - 0.7984589346  
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 GBP - 0.7984589346  
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 EUR - 0.8924587238  
 CAD - 1.3234287772  
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 MXN - 19.5496558505  
 SGD - 1.380262805  
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 AUD - 1.4175129164  
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 USD - 1.0  
 USD - 1.0

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| EUR | - | 0.8924587238  |
| EUR | - | 0.897827258   |
| AUD | - | 1.4215406562  |
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8047495062  |
| MXN | - | 19.0220915731 |
| MXN | - | 19.0608059914 |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| DKK | - | 6.6508106182  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| NOK | - | 8.8982747832  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| CAD | - | 1.3148661953  |
| GBP | - | 0.7984589346  |
| USD | - | 1.0           |
| GBP | - | 0.8011144793  |
| GBP | - | 0.8042412902  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3061697575  |
| USD | - | 1.0           |
| CAD | - | 1.3234287772  |
| EUR | - | 0.8907892393  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8011144793  |
| USD | - | 1.0           |
| EUR | - | 0.8915834522  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3061697575  |
| CHF | - | 0.9901354139  |
| GBP | - | 0.8208635023  |
| GBP | - | 0.7984589346  |

EUR - 0.8915834522  
USD - 1.0  
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HKD - 7.8367748279  
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EUR - 0.8907892393  
SGD - 1.3603483516  
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GBP - 0.7984589346  
USD - 1.0  
USD - 1.0  
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USD - 1.0  
USD - 1.0  
EUR - 0.8915834522  
GBP - 0.8022113241  
CAD - 1.3055728934  
USD - 1.0  
JPY - 107.1039690903  
GBP - 0.8217052179  
USD - 1.0  
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EUR - 0.8915834522  
USD - 1.0  
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EUR - 0.8950147677  
USD - 1.0  
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USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8910273545  
EUR - 0.8855042947  
CAD - 1.3100150536



USD - 1.0  
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 USD - 1.0  
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 EUR - 0.888651915  
 GBP - 0.7979027815  
 EUR - 0.8915834522  
 USD - 1.0

|     |   |               |
|-----|---|---------------|
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3216233128  |
| USD | - | 1.0           |
| MXN | - | 19.0710641726 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3100150536  |
| CAD | - | 1.3054516301  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8848774445  |
| MXN | - | 19.5496558505 |
| USD | - | 1.0           |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8208635023  |
| GBP | - | 0.8022113241  |
| EUR | - | 0.9060433089  |
| GBP | - | 0.8208635023  |
| GBP | - | 0.7979027815  |
| CAD | - | 1.3180104148  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| MXN | - | 19.0710641726 |
| GBP | - | 0.8047495062  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| NZD | - | 1.52614642    |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8055283103  |
| USD | - | 1.0           |
| EUR | - | 0.8910273545  |
| CHF | - | 0.9893000446  |
| EUR | - | 0.8916629514  |

USD - 1.0  
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 USD - 1.0  
 GBP - 0.7878295255  
 CAD - 1.3216233128  
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 CAD - 1.306642889  
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 USD - 1.0  
 CHF - 0.9893000446  
 GBP - 0.8055283103  
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 MXN - 19.0220915731  
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 USD - 1.0  
 GBP - 0.7914609327  
 GBP - 0.8022113241  
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 EUR - 0.8915834522  
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 EUR - 0.8938946992  
 NOK - 8.5795809184  
 EUR - 0.8880994671  
 GBP - 0.8055283103  
 HKD - 7.8141774409  
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 CAD - 1.306642889  
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 USD - 1.0  
 EUR - 0.8916629514  
 EUR - 0.8915834522  
 GBP - 0.8208635023  
 MXN - 19.0764155149  
 USD - 1.0

USD - 1.0  
GBP - 0.8055283103  
USD - 1.0  
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GBP - 0.796651865  
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MXN - 19.3176661264  
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AUD - 1.4438857964  
EUR - 0.8916629514  
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EUR - 0.8938946992  
USD - 1.0  
GBP - 0.8055283103  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8907892393  
USD - 1.0  
USD - 1.0  
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USD - 1.0  
CAD - 1.311299885  
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USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3047313553  
HKD - 7.8175175978  
USD - 1.0  
EUR - 0.8938946992  
NZD - 1.4873919629  
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EUR - 0.8938946992  
GBP - 0.8042412902  
USD - 1.0  
GBP - 0.7878295255  
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GBP - 0.8003868646  
GBP - 0.8208635023  
MXN - 18.9939609236

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 HKD - 7.7869418852  
 EUR - 0.8910273545  
 GBP - 0.8042412902  
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 GBP - 0.8208635023  
 GBP - 0.7991529202  
 EUR - 0.8942944017  
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 GBP - 0.8042412902  
 GBP - 0.8208635023  
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 CAD - 1.3216233128  
 GBP - 0.7979027815  
 USD - 1.0  
 GBP - 0.7991529202  
 CAD - 1.3047313553  
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 CAD - 1.3047313553  
 EUR - 0.8938946992  
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 MXN - 19.0766906603  
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 AUD - 1.444741533  
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 CAD - 1.3030437483  
 GBP - 0.7979027815  
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 USD - 1.0  
 EUR - 0.8873901855  
 EUR - 0.8873901855  
 MXN - 19.0705998741  
 USD - 1.0  
 USD - 1.0

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| USD | - | 1.0            |
| USD | - | 1.0            |
| DKK | - | 6.6260537758   |
| GBP | - | 0.7975241814   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| CAD | - | 1.3030437483   |
| SEK | - | 9.2823374341   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| GBP | - | 0.8208635023   |
| GBP | - | 0.7975241814   |
| GBP | - | 0.7984589346   |
| USD | - | 1.0            |
| GBP | - | 0.7975241814   |
| EUR | - | 0.8873901855   |
| EUR | - | 0.8938946992   |
| EUR | - | 0.8912655971   |
| GBP | - | 0.796651865    |
| USD | - | 1.0            |
| GBP | - | 0.7975241814   |
| GBP | - | 0.8216572505   |
| EUR | - | 0.8873901855   |
| GBP | - | 0.823924005    |
| USD | - | 1.0            |
| JPY | - | 106.4628586752 |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| CAD | - | 1.3216233128   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| AUD | - | 1.4514075668   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| AUD | - | 1.4309073136   |
| USD | - | 1.0            |
| MXN | - | 19.0766906603  |
| NZD | - | 1.5003981949   |

USD - 1.0  
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 USD - 1.0  
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 USD - 1.0  
 GBP - 0.7979027815  
 GBP - 0.8208635023  
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 MXN - 19.0766906603  
 EUR - 0.8880994671  
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 GBP - 0.7979027815  
 MXN - 18.9939609236  
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 GBP - 0.8208635023  
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 SGD - 1.3715262164  
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 CAD - 1.3033857638  
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 MXN - 19.5496558505  
 CAD - 1.3065719361  
 GBP - 0.7979027815  
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 USD - 1.0

USD - 1.0  
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 EUR - 0.888651915  
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 GBP - 0.7979027815  
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 EUR - 0.8938946992  
 SEK - 9.3766106816  
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 EUR - 0.8787346221  
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 AUD - 1.4309073136  
 AUD - 1.4309073136  
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 MXN - 19.0766906603  
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 MXN - 19.5496558505  
 USD - 1.0  
 AUD - 1.4719764012  
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 AUD - 1.4719764012  
 USD - 1.0  
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 CAD - 1.3030437483  
 GBP - 0.8208635023



USD - 1.0  
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USD - 1.0  
EUR - 0.8855042947  
USD - 1.0  
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HKD - 7.8181001975  
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GBP - 0.8208635023  
USD - 1.0  
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EUR - 0.8858965273  
EUR - 0.888651915  
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MXN - 19.0220490569  
USD - 1.0  
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CAD - 1.3216233128  
EUR - 0.888651915  
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EUR - 0.888651915  
EUR - 0.8950147677  
USD - 1.0  
SGD - 1.3603483516  
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GBP - 0.795657953  
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GBP - 0.7979027815  
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USD - 1.0  
GBP - 0.8208635023  
GBP - 0.825858476  
USD - 1.0  
USD - 1.0  
USD - 1.0

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| EUR | - | 0.8873901855  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8880994671  |
| EUR | - | 0.8858965273  |
| GBP | - | 0.796651865   |
| GBP | - | 0.7979027815  |
| GBP | - | 0.7979027815  |
| GBP | - | 0.7979027815  |
| GBP | - | 0.795657953   |
| DKK | - | 6.6723875927  |
| EUR | - | 0.8873901855  |
| EUR | - | 0.888651915   |
| EUR | - | 0.8880994671  |
| GBP | - | 0.7979027815  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| SEK | - | 9.3759858219  |
| USD | - | 1.0           |
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| MXN | - | 19.0766906603 |
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| HKD | - | 7.8230694037  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| SEK | - | 9.3761101243  |
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| CAD | - | 1.3033857638  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| MXN | - | 19.1997326203 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7949149539  |
| EUR | - | 0.8938946992  |
| USD | - | 1.0           |
| EUR | - | 0.888651915   |
| CAD | - | 1.3216233128  |
| MXN | - | 19.5496558505 |

CAD - 1.3033857638  
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 USD - 1.0  
 USD - 1.0  
 GBP - 0.7979027815  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7979027815  
 CAD - 1.3033857638  
 USD - 1.0  
 EUR - 0.8938946992  
 GBP - 0.7979027815  
 EUR - 0.8855042947  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8022113241  
 USD - 1.0  
 GBP - 0.7979027815  
 GBP - 0.7979027815  
 GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3033857638  
 GBP - 0.7979027815  
 EUR - 0.8848774445  
 EUR - 0.888651915  
 GBP - 0.7979027815  
 GBP - 0.7979027815  
 GBP - 0.7886199613  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8855042947  
 USD - 1.0  
 CAD - 1.3033857638  
 GBP - 0.7979027815  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 SGD - 1.3571936057  
 USD - 1.0

|     |   |               |
|-----|---|---------------|
| EUR | - | 0.8861320337  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.888651915   |
| USD | - | 1.0           |
| DKK | - | 6.609492606   |
| GBP | - | 0.7979027815  |
| EUR | - | 0.888651915   |
| EUR | - | 0.8787346221  |
| EUR | - | 0.8916629514  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7878295255  |
| USD | - | 1.0           |
| GBP | - | 0.7979027815  |
| MXN | - | 19.5496558505 |
| USD | - | 1.0           |
| MXN | - | 19.2132825949 |
| EUR | - | 0.8873901855  |
| CAD | - | 1.3033857638  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3076237182  |
| USD | - | 1.0           |
| CAD | - | 1.3191153239  |
| HKD | - | 7.8230694037  |
| EUR | - | 0.888651915   |
| USD | - | 1.0           |
| NZD | - | 1.4992446459  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3422722803  |
| EUR | - | 0.8938946992  |
| EUR | - | 0.8811349018  |
| AUD | - | 1.4719764012  |
| MXN | - | 19.5496558505 |
| EUR | - | 0.8861320337  |
| USD | - | 1.0           |
| GBP | - | 0.795657953   |
| SEK | - | 9.291567539   |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| EUR | - | 0.9004141905  |

USD - 1.0  
GBP - 0.8029897367  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8938946992  
GBP - 0.795657953  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.8014973262  
USD - 1.0  
USD - 1.0  
CAD - 1.3148661953  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8938946992  
CAD - 1.3057155516  
HKD - 7.8051843934  
GBP - 0.7886199613  
USD - 1.0  
USD - 1.0  
GBP - 0.795657953  
USD - 1.0  
USD - 1.0  
GBP - 0.7979027815  
EUR - 0.8855042947  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3065719361  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3057155516  
CAD - 1.3057155516  
USD - 1.0  
NZD - 1.5053869635  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0

|     |   |              |
|-----|---|--------------|
| EUR | - | 0.8855042947 |
| USD | - | 1.0          |
| SEK | - | 9.3759858219 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8055283103 |
| USD | - | 1.0          |
| HKD | - | 7.8181001975 |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7905366112 |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| HKD | - | 7.8051843934 |
| GBP | - | 0.7905366112 |
| USD | - | 1.0          |
| EUR | - | 0.8861320337 |
| USD | - | 1.0          |
| GBP | - | 0.8208635023 |
| EUR | - | 0.8916629514 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| EUR | - | 0.8967805578 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7902527395 |
| EUR | - | 0.8938946992 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.795657953  |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.795657953  |
| USD | - | 1.0          |
| USD | - | 1.0          |
| EUR | - | 0.8861320337 |
| GBP | - | 0.795657953  |

EUR - 0.888651915  
GBP - 0.795657953  
USD - 1.0  
USD - 1.0  
GBP - 0.7984589346  
USD - 1.0  
USD - 1.0  
GBP - 0.8208635023  
GBP - 0.8047495062  
EUR - 0.897827258  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8861320337  
EUR - 0.8924587238  
CHF - 0.9848471422  
USD - 1.0  
HKD - 7.821355782  
EUR - 0.8880994671  
AUD - 1.4719764012  
USD - 1.0  
SEK - 9.3759858219  
GBP - 0.8216572505  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
AUD - 1.4425702811  
DKK - 6.764519344  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
MXN - 19.1303500222  
AUD - 1.4719764012  
AUD - 1.4719764012  
USD - 1.0  
USD - 1.0  
CAD - 1.3030437483  
JPY - 107.7231427044  
EUR - 0.8938946992  
USD - 1.0  
HKD - 7.8181001975  
USD - 1.0  
USD - 1.0

|     |   |                |
|-----|---|----------------|
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| EUR | - | 0.8938946992   |
| USD | - | 1.0            |
| MXN | - | 19.0705998741  |
| AUD | - | 1.444741533    |
| USD | - | 1.0            |
| USD | - | 1.0            |
| MXN | - | 19.5496558505  |
| USD | - | 1.0            |
| GBP | - | 0.8014973262   |
| USD | - | 1.0            |
| EUR | - | 0.888651915    |
| USD | - | 1.0            |
| NZD | - | 1.4965883917   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| EUR | - | 0.8844078889   |
| USD | - | 1.0            |
| CAD | - | 1.3054516301   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| USD | - | 1.0            |
| GBP | - | 0.8208635023   |
| GBP | - | 0.8014973262   |
| USD | - | 1.0            |
| CAD | - | 1.3216233128   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| CAD | - | 1.3216233128   |
| USD | - | 1.0            |
| JPY | - | 108.9126559715 |
| USD | - | 1.0            |
| GBP | - | 0.8014973262   |
| EUR | - | 0.8938946992   |
| USD | - | 1.0            |
| USD | - | 1.0            |
| GBP | - | 0.7878295255   |
| EUR | - | 0.8795074758   |
| USD | - | 1.0            |
| GBP | - | 0.7902527395   |
| USD | - | 1.0            |
| SGD | - | 1.3656320288   |



USD - 1.0  
 GBP - 0.8208635023  
 NZD - 1.5148841355  
 EUR - 0.8938946992  
 GBP - 0.8216572505  
 GBP - 0.8208635023  
 EUR - 0.888651915  
 GBP - 0.796651865  
 EUR - 0.8938946992  
 EUR - 0.8781173165  
 GBP - 0.825858476  
 USD - 1.0  
 GBP - 0.8014973262  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 HKD - 7.8156862745  
 EUR - 0.8938946992  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8912655971  
 EUR - 0.8787346221  
 USD - 1.0  
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 EUR - 0.8996851102  
 USD - 1.0  
 EUR - 0.8938946992  
 EUR - 0.8907892393  
 SEK - 9.3761101243  
 USD - 1.0  
 CAD - 1.3033857638  
 GBP - 0.7843163068  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8003868646  
 GBP - 0.8014973262  
 GBP - 0.7905366112  
 CAD - 1.3127305443  
 EUR - 0.8912655971  
 USD - 1.0  
 GBP - 0.8014973262  
 USD - 1.0  
 HKD - 7.8156862745  
 USD - 1.0  
 CAD - 1.3113190731  
 USD - 1.0

USD - 1.0  
 EUR - 0.8912655971  
 GBP - 0.7865259455  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3065719361  
 CAD - 1.3098951449  
 EUR - 0.8912655971  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8014973262  
 USD - 1.0  
 GBP - 0.8014973262  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7979027815  
 EUR - 0.8938946992  
 SEK - 9.4557040998  
 USD - 1.0  
 GBP - 0.8216572505  
 EUR - 0.8787346221  
 EUR - 0.8776549061  
 GBP - 0.8014973262  
 USD - 1.0  
 AUD - 1.4719764012  
 GBP - 0.8208635023  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8938946992  
 SEK - 9.4557040998  
 GBP - 0.7991529202  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 JPY - 108.9126559715  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
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 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8924587238  
 GBP - 0.796651865  
 USD - 1.0

|     |   |               |
|-----|---|---------------|
| NOK | - | 8.8982747832  |
| GBP | - | 0.7878295255  |
| EUR | - | 0.8922994557  |
| USD | - | 1.0           |
| EUR | - | 0.8938946992  |
| EUR | - | 0.8924587238  |
| GBP | - | 0.8029897367  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8924587238  |
| GBP | - | 0.8208635023  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7878295255  |
| MXN | - | 19.0220915731 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8029897367  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8967805578  |
| CHF | - | 0.9760436221  |
| GBP | - | 0.8029897367  |
| EUR | - | 0.9004141905  |
| GBP | - | 0.8003868646  |
| GBP | - | 0.8014973262  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| AUD | - | 1.4425702811  |
| USD | - | 1.0           |
| MXN | - | 18.9550601872 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8208635023  |
| EUR | - | 0.8924587238  |
| USD | - | 1.0           |
| EUR | - | 0.8996851102  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |

GBP - 0.7991529202  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8208635023  
 USD - 1.0  
 GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8916629514  
 EUR - 0.8938946992  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8938946992  
 USD - 1.0  
 EUR - 0.8837044892  
 USD - 1.0  
 GBP - 0.7991529202  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8916629514  
 USD - 1.0  
 EUR - 0.8776549061  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4318323674  
 EUR - 0.8916629514  
 GBP - 0.8047495062  
 EUR - 0.8916629514  
 EUR - 0.8916629514  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3055728934  
 USD - 1.0  
 USD - 1.0  
 SGD - 1.380262805  
 USD - 1.0  
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 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0

USD - 1.0  
 USD - 1.0  
 MXN - 19.3176661264  
 EUR - 0.8880994671  
 USD - 1.0  
 GBP - 0.796651865  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4436189971  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8208635023  
 JPY - 108.1438721137  
 GBP - 0.796651865  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7878295255  
 EUR - 0.8880994671  
 USD - 1.0  
 EUR - 0.8787346221  
 SEK - 9.2823374341  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.796651865  
 USD - 1.0  
 EUR - 0.8880994671  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.823924005  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
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 USD - 1.0  
 EUR - 0.8916629514  
 MXN - 18.9939609236

USD - 1.0  
 USD - 1.0  
 GBP - 0.796651865  
 USD - 1.0  
 USD - 1.0  
 HKD - 7.8367748279  
 GBP - 0.796651865  
 GBP - 0.796651865  
 CAD - 1.3098951449  
 EUR - 0.8916629514  
 EUR - 0.8916629514  
 GBP - 0.7991529202  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 MXN - 18.9939609236  
 USD - 1.0  
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 HKD - 7.7937833037  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3191940615  
 GBP - 0.8208635023  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3165295834  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4260213144  
 USD - 1.0  
 GBP - 0.7865259455  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7905366112  
 AUD - 1.4297294916  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0

|     |   |               |
|-----|---|---------------|
| EUR | - | 0.8880994671  |
| AUD | - | 1.4343679712  |
| USD | - | 1.0           |
| DKK | - | 6.628330373   |
| GBP | - | 0.796651865   |
| USD | - | 1.0           |
| EUR | - | 0.8924587238  |
| GBP | - | 0.796651865   |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7902527395  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| MXN | - | 18.9939609236 |
| EUR | - | 0.8858965273  |
| EUR | - | 0.8880994671  |
| GBP | - | 0.796651865   |
| SEK | - | 9.5122016626  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7865259455  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3213199785  |
| GBP | - | 0.8216776963  |
| CAD | - | 1.3213199785  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8837044892  |
| HKD | - | 7.8374172778  |
| GBP | - | 0.8047495062  |
| USD | - | 1.0           |
| GBP | - | 0.796651865   |
| HKD | - | 7.7937833037  |
| EUR | - | 0.8880994671  |
| GBP | - | 0.8217052179  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7984589346  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8916629514  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.796651865   |
| CAD | - | 1.3213199785  |
| USD | - | 1.0           |

GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 DKK - 6.764519344  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.8216572505  
 EUR - 0.8877052818  
 EUR - 0.8942944017  
 USD - 1.0  
 CHF - 0.9741548918  
 SEK - 9.5637162586  
 SEK - 9.394485684  
 USD - 1.0  
 EUR - 0.8858965273  
 CAD - 1.3213199785  
 USD - 1.0  
 SGD - 1.3571936057  
 USD - 1.0  
 MXN - 19.5153818637  
 MXN - 19.1809143364  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8915834522  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.796651865  
 USD - 1.0  
 GBP - 0.796651865  
 USD - 1.0  
 USD - 1.0  
 MXN - 18.9964012596  
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 USD - 1.0  
 USD - 1.0  
 EUR - 0.9004141905  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4735278228



|     |   |              |
|-----|---|--------------|
| EUR | - | 0.8776549061 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7886199613 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| CHF | - | 0.9754127151 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8047495062 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.796651865  |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| AUD | - | 1.4274165202 |
| CAD | - | 1.3234287772 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| HKD | - | 7.8267603097 |
| GBP | - | 0.796651865  |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7886199613 |
| USD | - | 1.0          |
| USD | - | 1.0          |

USD - 1.0  
 USD - 1.0  
 EUR - 0.8873901855  
 USD - 1.0  
 GBP - 0.796651865  
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 SGD - 1.3571936057  
 GBP - 0.796651865  
 EUR - 0.9004141905  
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 MXN - 19.1997326203  
 NOK - 8.9235548352  
 AUD - 1.4250420615  
 AUD - 1.4175129164  
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 MXN - 19.2132825949  
 USD - 1.0  
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 EUR - 0.8880994671  
 SEK - 9.3706574025  
 AUD - 1.4735278228  
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 MXN - 19.0220915731  
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 USD - 1.0

USD - 1.0  
GBP - 0.7878295255  
USD - 1.0  
USD - 1.0  
GBP - 0.7984589346  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3066087881  
EUR - 0.888651915  
USD - 1.0  
USD - 1.0  
CAD - 1.3100150536  
USD - 1.0  
USD - 1.0  
AUD - 1.4241672573  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7949149539  
EUR - 0.8938946992  
USD - 1.0  
USD - 1.0  
MXN - 19.3176661264  
USD - 1.0  
CAD - 1.3054516301  
USD - 1.0  
MXN - 19.3176661264  
USD - 1.0  
USD - 1.0  
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USD - 1.0  
GBP - 0.7949149539  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8858965273  
USD - 1.0  
USD - 1.0  
GBP - 0.7843163068  
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EUR - 0.8858965273  
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GBP - 0.823924005  
USD - 1.0  
NOK - 8.7061068702  
USD - 1.0

USD - 1.0  
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CAD - 1.3057155516  
NZD - 1.4912926391  
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USD - 1.0  
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CAD - 1.3066087881  
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USD - 1.0  
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EUR - 0.8858965273  
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GBP - 0.823924005  
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USD - 1.0  
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AUD - 1.4349315068  
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USD - 1.0  
USD - 1.0  
GBP - 0.823924005  
GBP - 0.7949149539  
USD - 1.0  
CAD - 1.3054516301

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|-----|---|--------------|
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| CHF | - | 0.9851169383 |
| HKD | - | 7.7937833037 |
| EUR | - | 0.8848774445 |
| USD | - | 1.0          |
| GBP | - | 0.7949149539 |
| GBP | - | 0.7902527395 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7949149539 |
| GBP | - | 0.7949149539 |
| USD | - | 1.0          |
| NZD | - | 1.5199646643 |
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| GBP | - | 0.7949149539 |
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| EUR | - | 0.8858965273 |
| USD | - | 1.0          |
| EUR | - | 0.8848774445 |
| EUR | - | 0.8781173165 |
| GBP | - | 0.7949149539 |
| DKK | - | 6.5554970144 |
| USD | - | 1.0          |
| EUR | - | 0.9004141905 |
| USD | - | 1.0          |
| EUR | - | 0.8833922261 |
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| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| CAD | - | 1.3066087881 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| CAD | - | 1.3066087881 |
| USD | - | 1.0          |

USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
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 USD - 1.0  
 USD - 1.0  
 CAD - 1.3234287772  
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 EUR - 0.9004141905  
 CAD - 1.3100150536  
 CAD - 1.3100150536  
 EUR - 0.8915834522  
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 GBP - 0.7905366112  
 DKK - 6.6358304452  
 USD - 1.0  
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 GBP - 0.7878295255  
 USD - 1.0  
 GBP - 0.7947401045  
 EUR - 0.9004141905  
 USD - 1.0  
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 EUR - 0.8837044892  
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 CAD - 1.3234287772  
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 GBP - 0.823924005  
 GBP - 0.7914609327  
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 GBP - 0.823924005  
 USD - 1.0  
 USD - 1.0

USD - 1.0  
USD - 1.0  
EUR - 0.8787346221  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8855042947  
USD - 1.0  
EUR - 0.8858965273  
USD - 1.0  
SEK - 9.3706574025  
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USD - 1.0  
EUR - 0.8855042947  
USD - 1.0  
USD - 1.0  
EUR - 0.8858965273  
GBP - 0.7947401045  
USD - 1.0  
EUR - 0.9004141905  
USD - 1.0  
CAD - 1.3191940615  
USD - 1.0  
CAD - 1.3413743991  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8848774445  
GBP - 0.8042412902  
USD - 1.0  
USD - 1.0  
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USD - 1.0  
MXN - 19.3176661264  
USD - 1.0  
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USD - 1.0  
USD - 1.0  
JPY - 108.7367491166

USD - 1.0  
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 GBP - 0.7947401045  
 GBP - 0.7947401045  
 USD - 1.0  
 HKD - 7.8102916557  
 CAD - 1.3061697575  
 JPY - 107.686177278  
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 EUR - 0.8950147677  
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 CAD - 1.3100150536  
 CAD - 1.3172637864  
 EUR - 0.8855042947  
 USD - 1.0  
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 SGD - 1.3564154786  
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 GBP - 0.823924005  
 NOK - 8.5580922042  
 USD - 1.0  
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 EUR - 0.8855042947  
 GBP - 0.823924005  
 EUR - 0.8858965273  
 GBP - 0.7947401045  
 EUR - 0.9004141905  
 GBP - 0.796651865  
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 EUR - 0.8855042947  
 AUD - 1.4365985311  
 USD - 1.0  
 MXN - 19.3176661264  
 EUR - 0.8855042947  
 CAD - 1.306642889  
 AUD - 1.4216341442  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0



USD - 1.0  
CAD - 1.3086994728  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
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USD - 1.0  
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USD - 1.0  
USD - 1.0  
GBP - 0.7914609327  
GBP - 0.7902527395  
GBP - 0.7914609327  
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GBP - 0.7914609327  
USD - 1.0  
GBP - 0.7914609327  
USD - 1.0  
USD - 1.0  
EUR - 0.8848774445  
USD - 1.0  
USD - 1.0  
HKD - 7.8300694321  
USD - 1.0  
GBP - 0.8022113241  
EUR - 0.8848774445  
GBP - 0.7908832668  
GBP - 0.825858476  
USD - 1.0  
USD - 1.0  
GBP - 0.7878295255  
AUD - 1.448038176  
GBP - 0.7897354216  
EUR - 0.8855042947  
EUR - 0.8848774445  
USD - 1.0  
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USD - 1.0  
USD - 1.0  
USD - 1.0  
AUD - 1.4619008789  
USD - 1.0  
GBP - 0.7914609327  
USD - 1.0  
USD - 1.0

|     |   |               |
|-----|---|---------------|
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.796651865   |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3098951449  |
| USD | - | 1.0           |
| MXN | - | 18.9939609236 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7878295255  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7905366112  |
| GBP | - | 0.7905366112  |
| USD | - | 1.0           |
| CHF | - | 0.9828077677  |
| EUR | - | 0.8811349018  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8811349018  |
| EUR | - | 0.8837044892  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| AUD | - | 1.4297294916  |
| GBP | - | 0.7908832668  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3148596538  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |

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|-----|---|---------------|
| EUR | - | 0.8967805578  |
| AUD | - | 1.4490901021  |
| SGD | - | 1.3528119508  |
| USD | - | 1.0           |
| MXN | - | 19.0121962156 |
| EUR | - | 0.8787346221  |
| MXN | - | 19.184298539  |
| EUR | - | 0.8967805578  |
| EUR | - | 0.8787346221  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7902527395  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7884938534  |
| EUR | - | 0.8861320337  |
| SEK | - | 9.291567539   |
| CHF | - | 0.981672394   |
| CAD | - | 1.3098951449  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8811349018  |
| EUR | - | 0.8811349018  |
| GBP | - | 0.7905366112  |
| EUR | - | 0.8910273545  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8811349018  |
| USD | - | 1.0           |
| AUD | - | 1.4297294916  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| NZD | - | 1.4903339192  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3098951449  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3098951449  |

USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7905366112  
 AUD - 1.4505425522  
 USD - 1.0  
 HKD - 7.8102916557  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4274165202  
 USD - 1.0  
 GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4274165202  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 MXN - 19.0458131612  
 GBP - 0.7897354216  
 USD - 1.0  
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 USD - 1.0  
 USD - 1.0  
 CAD - 1.317105971  
 CAD - 1.3086994728  
 EUR - 0.8880994671  
 USD - 1.0  
 NOK - 8.5595616826  
 USD - 1.0  
 CAD - 1.317105971  
 USD - 1.0  
 AUD - 1.4274165202  
 EUR - 0.8915834522  
 GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7878295255  
 CAD - 1.3086994728  
 USD - 1.0  
 EUR - 0.8781173165  
 USD - 1.0  
 GBP - 0.7902527395  
 EUR - 0.8965393581  
 SEK - 9.5128159007

USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3086994728  
CAD - 1.317105971  
USD - 1.0  
USD - 1.0  
GBP - 0.8047495062  
GBP - 0.7878295255  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7908832668  
USD - 1.0  
USD - 1.0  
USD - 1.0  
JPY - 107.7328646749  
CAD - 1.3331557923  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7878295255  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.317105971  
JPY - 108.4812623274  
HKD - 7.8040881338  
EUR - 0.8787346221  
USD - 1.0  
EUR - 0.8811349018  
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USD - 1.0  
USD - 1.0  
MXN - 18.942763333  
GBP - 0.7878295255  
USD - 1.0  
AUD - 1.4274165202  
EUR - 0.8965393581  
USD - 1.0  
CHF - 0.9952063915  
USD - 1.0  
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USD - 1.0  
GBP - 0.7878295255  
GBP - 0.8217052179

USD - 1.0  
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 GBP - 0.7991686779  
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 GBP - 0.7905366112  
 EUR - 0.8787346221  
 USD - 1.0  
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 GBP - 0.8217052179  
 HKD - 7.8231127847  
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 EUR - 0.8787346221  
 HKD - 7.8040881338  
 GBP - 0.7878295255  
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 AUD - 1.4274165202  
 CAD - 1.3086994728  
 CAD - 1.317105971  
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 USD - 1.0  
 CAD - 1.3030437483  
 SEK - 9.4797044686  
 GBP - 0.7905366112  
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 AUD - 1.4274632189  
 EUR - 0.8993614534  
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 GBP - 0.7905366112  
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 EUR - 0.8976660682  
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 MXN - 19.7378692451  
 USD - 1.0  
 USD - 1.0

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 AUD - 1.4274165202  
 EUR - 0.8993614534  
 EUR - 0.8877052818  
 EUR - 0.8993614534  
 GBP - 0.8134094793  
 GBP - 0.7984589346  
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 GBP - 0.7878295255  
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 GBP - 0.7865259455  
 CAD - 1.3171148485  
 GBP - 0.8134094793  
 CAD - 1.3086994728  
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 DKK - 6.5585237258  
 USD - 1.0  
 EUR - 0.8993614534  
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 CAD - 1.3086994728  
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 USD - 1.0  
 GBP - 0.7878295255  
 EUR - 0.8858965273  
 USD - 1.0  
 EUR - 0.8858965273  
 GBP - 0.8134094793  
 USD - 1.0

USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CHF - 0.9758347979  
 JPY - 107.7328646749  
 GBP - 0.7878295255  
 EUR - 0.888651915  
 GBP - 0.8134094793  
 GBP - 0.8134094793  
 GBP - 0.7878295255  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7878295255  
 NZD - 1.4903339192  
 USD - 1.0  
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 MXN - 19.0766906603  
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 GBP - 0.796651865  
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 CAD - 1.3113190731  
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 CAD - 1.3422722803  
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 GBP - 0.7878295255  
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 USD - 1.0  
 EUR - 0.8916629514



|     |   |               |
|-----|---|---------------|
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7866140335  |
| GBP | - | 0.7878295255  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8047495062  |
| MXN | - | 18.9550601872 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8787346221  |
| HKD | - | 7.8089630931  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.8047495062  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7878295255  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7902527395  |
| GBP | - | 0.7866140335  |
| EUR | - | 0.8787346221  |
| USD | - | 1.0           |
| EUR | - | 0.8787346221  |
| CAD | - | 1.3086994728  |
| HKD | - | 7.8089630931  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8916629514  |
| USD | - | 1.0           |
| EUR | - | 0.8787346221  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8787346221  |
| GBP | - | 0.7878295255  |
| EUR | - | 0.8855042947  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8781173165  |

[illegible]

USD - 1.0  
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CHF - 0.9781002639  
SGD - 1.3684683067  
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JPY - 108.2657155595  
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CAD - 1.3098951449  
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CAD - 1.3180104148  
DKK - 6.5647317502  
USD - 1.0  
EUR - 0.890154887  
GBP - 0.7865259455  
USD - 1.0  
CAD - 1.3155254357  
GBP - 0.8047495062  
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CAD - 1.3191940615  
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CAD - 1.3129287599  
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NZD - 1.4948109059  
USD - 1.0  
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SEK - 9.2823374341  
GBP - 0.7865259455  
EUR - 0.8787346221

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 AUD - 1.4292875989  
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 CAD - 1.3180104148  
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AUD - 1.4175129164  
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 EUR - 0.8801267383  
 AUD - 1.4314576872  
 SGD - 1.3547186531  
 AUD - 1.4438857964  
 EUR - 0.897827258  
 GBP - 0.7886199613  
 AUD - 1.4438857964

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| SGD | - | 1.3542510121  |
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| CAD | - | 1.3180104148  |
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| AUD | - | 1.4325822919  |
| HKD | - | 7.8088364725  |
| USD | - | 1.0           |
| NZD | - | 1.5119016016  |
| HKD | - | 7.8088364725  |
| USD | - | 1.0           |
| MXN | - | 19.0220915731 |
| GBP | - | 0.7857832806  |
| CAD | - | 1.3172637864  |
| USD | - | 1.0           |
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| GBP | - | 0.7902527395  |
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| USD | - | 1.0           |
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| GBP | - | 0.7878295255  |
| MXN | - | 19.2344573235 |
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| CAD | - | 1.3172637864  |
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| EUR | - | 0.8996851102  |
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| EUR | - | 0.8781173165  |
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| USD | - | 1.0           |
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| AUD | - | 1.4343679712  |
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| EUR | - | 0.8776549061  |
| CAD | - | 1.313016158   |
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| USD | - | 1.0           |
| CAD | - | 1.3191153239  |

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SGD - 1.3667169343  
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CAD - 1.3098951449  
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CHF - 0.9815305762  
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7902527395  |
| GBP | - | 0.8022113241  |
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| CHF | - | 0.9781002639  |
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| GBP | - | 0.7902527395  |
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| EUR | - | 0.888651915   |
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| USD | - | 1.0           |
| EUR | - | 0.8795074758  |
| EUR | - | 0.8877052818  |
| SEK | - | 9.4442964936  |
| GBP | - | 0.8022113241  |
| EUR | - | 0.8837044892  |
| GBP | - | 0.7908832668  |
| EUR | - | 0.8837044892  |
| USD | - | 1.0           |
| AUD | - | 1.4188140883  |
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| GBP | - | 0.7902527395  |
| CHF | - | 0.9815305762  |
| HKD | - | 7.8140685755  |

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 USD - 1.0

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| EUR | - | 0.8907892393  |
| USD | - | 1.0           |
| EUR | - | 0.8831581736  |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
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| AUD | - | 1.4436189971 |
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EUR - 0.8831581736

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 AUD - 1.4547158026  
 HKD - 7.8239493174  
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 EUR - 0.8787346221  
 MXN - 19.1435709824  
 GBP - 0.7984589346  
 USD - 1.0  
 SEK - 9.5734334495  
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 JPY - 108.4054608727  
 GBP - 0.7943249755  
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 GBP - 0.7943249755  
 EUR - 0.8787346221  
 EUR - 0.8833922261  
 DKK - 6.6508106182  
 USD - 1.0  
 GBP - 0.7922932499  
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 GBP - 0.7886199613  
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 AUD - 1.4547158026  
 CAD - 1.3554838131  
 USD - 1.0  
 USD - 1.0

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| CHF | - | 0.9815305762 |
| USD | - | 1.0          |
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| AUD | - | 1.4614284437 |
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| SGD | - | 1.3710556896 |
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| USD | - | 1.0          |
| EUR | - | 0.8831581736 |
| USD | - | 1.0          |
| CAD | - | 1.3413743991 |
| USD | - | 1.0          |

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 AUD - 1.4558483176  
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 EUR - 0.8910273545  
 CAD - 1.3155254357  
 USD - 1.0  
 GBP - 0.7878295255  
 GBP - 0.7940893716  
 USD - 1.0

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| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| CHF | - | 0.9952063915 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| EUR | - | 0.8876264868 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.8042412902 |
| USD | - | 1.0          |
| SEK | - | 9.4442964936 |
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| CAD | - | 1.3047313553 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| GBP | - | 0.7908832668 |
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| CAD | - | 1.33846567   |
| USD | - | 1.0          |
| CAD | - | 1.3165295834 |
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| USD | - | 1.0          |
| CAD | - | 1.3554838131 |
| EUR | - | 0.8967805578 |
| GBP | - | 0.7908832668 |
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| SEK | - | 9.394485684  |
| EUR | - | 0.8910273545 |
| EUR | - | 0.8833922261 |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |
| USD | - | 1.0          |

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GBP - 0.8042412902  
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EUR - 0.8910273545  
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SGD - 1.3573910719  
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SEK - 9.2823374341  
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CAD - 1.3331557923  
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EUR - 0.8880994671  
USD - 1.0  
CAD - 1.3252650177  
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GBP - 0.8042412902  
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USD - 1.0

GBP - 0.7908832668  
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 EUR - 0.8861320337  
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 USD - 1.0



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| HKD | - | 7.82689747    |
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| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| HKD | - | 7.82689747    |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| AUD | - | 1.4490901021  |
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| AUD | - | 1.4490901021  |
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| EUR | - | 0.888651915   |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3413743991  |
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| EUR | - | 0.8833922261  |
| CAD | - | 1.3375568841  |
| USD | - | 1.0           |
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| USD | - | 1.0           |
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| USD | - | 1.0           |
| CAD | - | 1.3498293515  |
| GBP | - | 0.7908832668  |

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 CAD - 1.3375568841  
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 AUD - 1.4373714797  
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 AUD - 1.4346669032  
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 HKD - 7.8391141942

AUD - 1.4490901021  
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 AUD - 1.4470723713  
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 CHF - 0.992736292  
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CAD - 1.3305872974  
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NZD - 1.5199646643  
AUD - 1.4470451081  
EUR - 0.8776549061  
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USD - 1.0

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| HKD | - | 7.8495654511 |
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| USD | - | 1.0           |
| AUD | - | 1.4375441696  |
| USD | - | 1.0           |
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| EUR | - | 0.8926180487  |
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| JPY | - | 108.3414764147 |
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| HKD | - | 7.8359409924 |



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GBP - 0.7953815801  
GBP - 0.7953815801  
GBP - 0.7919705407  
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EUR - 0.8981498114  
USD - 1.0  
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CAD - 1.3432434853  
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USD - 1.0



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GBP - 0.7878295255  
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| SEK | - | 9.5968985299  |
| USD | - | 1.0           |
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SEK - 9.5968985299  
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 USD - 1.0  
 USD - 1.0  
 GBP - 0.7866140335  
 GBP - 0.7909148038  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.769027342  
 USD - 1.0  
 USD - 1.0  
 SEK - 9.394485684  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 HKD - 7.8483738385  
 GBP - 0.7866140335  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8963786303  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8977466559  
 EUR - 0.8977466559  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3466199838  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8977466559  
 USD - 1.0  
 GBP - 0.7866140335  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0

CAD - 1.3463917526  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CHF - 0.9815305762  
USD - 1.0  
EUR - 0.8967805578  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8977466559  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8977466559  
EUR - 0.8977466559  
EUR - 0.8907892393  
USD - 1.0  
EUR - 0.8950948801  
CAD - 1.3503944066  
USD - 1.0  
USD - 1.0  
EUR - 0.8977466559  
CAD - 1.3466199838  
USD - 1.0  
CAD - 1.3455796907  
SEK - 9.5793473402  
EUR - 0.8934953538  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7909148038  
USD - 1.0  
USD - 1.0  
GBP - 0.789608649  
USD - 1.0  
USD - 1.0  
EUR - 0.8938946992  
GBP - 0.7902604959  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8938946992  
USD - 1.0  
EUR - 0.8837044892

[illegible]

USD - 1.0  
EUR - 0.8837044892  
USD - 1.0  
MXN - 19.1088027223  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7846332945  
USD - 1.0  
CHF - 1.0131789849  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7902604959  
USD - 1.0  
USD - 1.0  
USD - 1.0  
CAD - 1.3191940615  
GBP - 0.7902527395  
USD - 1.0  
USD - 1.0  
EUR - 0.8950948801  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7902604959  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
EUR - 0.8877052818  
CAD - 1.3554838131  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0

USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7908300466  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 HKD - 7.8499686689  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3492660222  
 USD - 1.0  
 GBP - 0.7902604959  
 AUD - 1.448038176  
 EUR - 0.8892841263  
 USD - 1.0  
 JPY - 107.4938140686  
 CAD - 1.33846567  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3409192725  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7849655049  
 USD - 1.0  
 GBP - 0.7884938534  
 USD - 1.0  
 GBP - 0.7897354216  
 USD - 1.0  
 EUR - 0.895977063  
 EUR - 0.8967805578  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7884938534  
 EUR - 0.8951750067  
 USD - 1.0  
 EUR - 0.895977063



|     |   |               |
|-----|---|---------------|
| EUR | - | 0.8951750067  |
| EUR | - | 0.896458987   |
| MXN | - | 19.6324993274 |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| AUD | - | 1.4436189971  |
| USD | - | 1.0           |
| CAD | - | 1.3432434853  |
| USD | - | 1.0           |
| SEK | - | 9.5358258231  |
| EUR | - | 0.8954956568  |
| EUR | - | 0.8977466559  |
| EUR | - | 0.8954956568  |
| EUR | - | 0.8870753127  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3439167556  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| GBP | - | 0.7846332945  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| EUR | - | 0.8954956568  |
| GBP | - | 0.769027342   |
| GBP | - | 0.7846332945  |
| EUR | - | 0.8981498114  |
| CAD | - | 1.3455796907  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| CAD | - | 1.3432434853  |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |
| USD | - | 1.0           |

USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 AUD - 1.4440671909  
 USD - 1.0  
 AUD - 1.4535445757  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3492660222  
 USD - 1.0  
 USD - 1.0  
 CAD - 1.3422722803  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8950948801  
 USD - 1.0  
 USD - 1.0  
 CHF - 0.9989273264  
 GBP - 0.7840583602  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7694094523  
 USD - 1.0  
 GBP - 0.7840583602  
 CAD - 1.3492660222  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.768032057  
 USD - 1.0  
 USD - 1.0  
 EUR - 0.8950948801  
 GBP - 0.7908300466  
 USD - 1.0  
 USD - 1.0  
 USD - 1.0  
 GBP - 0.7991686779  
 EUR - 0.8967805578

USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.7922932499  
HKD - 7.8481193603  
EUR - 0.8938946992  
EUR - 0.8938946992  
USD - 1.0  
AUD - 1.4614284437  
USD - 1.0  
USD - 1.0  
CAD - 1.3474621549  
USD - 1.0  
JPY - 109.750667854  
CAD - 1.3391111111  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
AUD - 1.4558483176  
USD - 1.0  
CAD - 1.3492660222  
USD - 1.0  
USD - 1.0  
EUR - 0.8919015341  
USD - 1.0  
USD - 1.0  
EUR - 0.8950948801  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
USD - 1.0  
GBP - 0.768032057

```

USD - 1.0
USD - 1.0
GBP - 0.769027342
USD - 1.0
USD - 1.0
USD - 1.0
MXN - 19.1088027223
USD - 1.0
GBP - 0.7940893716
CAD - 1.3413743991
USD - 1.0
GBP - 0.7894699204
USD - 1.0
USD - 1.0
USD - 1.0
USD - 1.0
USD - 1.0
USD - 1.0
GBP - 0.7755322016
USD - 1.0
CAD - 1.3554838131
USD - 1.0
GBP - 0.7940893716
GBP - 0.7840583602
GBP - 0.7840583602
GBP - 0.7953815801
USD - 1.0
SEK - 9.3437083148
GBP - 0.7840583602
AUD - 1.4535445757
EUR - 0.8934953538
CHF - 0.9982196902
USD - 1.0

```

Process finished. Time elapsed: 6.3 min.

```

In [84]: # read in exchange rates
         exchange_rates = pd.read_csv('./data/exchange_rates.csv')

         # join exchange rates with kickstarter_projects
         kickstarter_clean = kickstarter_clean.merge(exchange_rates, on='project_id', how='left')

```

## Test

```

In [102]: # values were added to data frame
          len(df_hist_rates) == len(old_projects) + len(new_projects)

```

Out[102]: True

```
In [85]: # we should now have features containing the current and historic fx rate, for USD, t
kickstarter_clean[['current_fx_rate(usd)', 'hist_exchange_rate(usd)', 'currency']].sa
```

```
Out [85]:
```

|        | current_fx_rate(usd) | hist_exchange_rate(usd) | currency |
|--------|----------------------|-------------------------|----------|
| 1839   | 1.000000             | 1.000000                | USD      |
| 105690 | 1.000000             | 1.000000                | USD      |
| 142325 | 1.000000             | 1.000000                | USD      |
| 49376  | 1.000000             | 1.000000                | USD      |
| 17506  | 1.000000             | 1.000000                | USD      |
| 80806  | 1.000000             | 1.000000                | USD      |
| 162778 | 1.000000             | 1.000000                | USD      |
| 18844  | 1.321623             | 1.315198                | CAD      |
| 46583  | 1.471976             | 1.317170                | AUD      |
| 159686 | 1.000000             | 1.000000                | USD      |

```
In [86]: # no missing values
kickstarter_clean[['current_fx_rate(usd)', 'hist_exchange_rate(usd)']].isnull().any()
```

```
Out [86]: current_fx_rate(usd)    False
hist_exchange_rate(usd)    False
dtype: bool
```

*goal* and *usd pledged* are incomparable due to non-matching currencies and dubious exchange rates.

#### Define

Convert the funding goal and the pledged funding into USD, based on the current exchange rates and their historic exchange rates.

#### Code

```
In [87]: # convert project financial goal into usd
kickstarter_clean['goal_current_usd'] = kickstarter_clean['goal'] / kickstarter_clean
kickstarter_clean['goal_hist_usd'] = kickstarter_clean['goal'] / kickstarter_clean['h

# convert pledged amounts into usd
kickstarter_clean['pledged_current_usd'] = kickstarter_clean['pledged'] / kickstarter
kickstarter_clean['pledged_hist_usd'] = kickstarter_clean['pledged'] / kickstarter_cl
```

#### Test

```
In [88]: kickstarter_clean[['currency', 'current_fx_rate(usd)', 'hist_exchange_rate(usd)', 'goal
```

```
Out [88]:
```

|        | currency | current_fx_rate(usd) | hist_exchange_rate(usd) | goal \   |
|--------|----------|----------------------|-------------------------|----------|
| 113790 | USD      | 1.000000             | 1.000000                | 4500.0   |
| 11390  | USD      | 1.000000             | 1.000000                | 10000.0  |
| 182329 | USD      | 1.000000             | 1.000000                | 3500.0   |
| 103135 | USD      | 1.000000             | 1.000000                | 1000.0   |
| 34746  | USD      | 1.000000             | 1.000000                | 2500.0   |
| 52896  | MXN      | 19.549656            | 17.766592               | 250000.0 |
| 144316 | EUR      | 0.893895             | 0.788706                | 7500.0   |

|        |     |          |          |         |
|--------|-----|----------|----------|---------|
| 118299 | GBP | 0.820864 | 0.631383 | 720.0   |
| 4586   | EUR | 0.893895 | 0.884877 | 10000.0 |
| 66595  | USD | 1.000000 | 1.000000 | 1350.0  |

|        | goal_current_usd | usd_pledged  | pledged_current_usd | pledged_hist_usd |
|--------|------------------|--------------|---------------------|------------------|
| 113790 | 4500.000000      | 4528.000000  | 4528.000000         | 4528.000000      |
| 11390  | 10000.000000     | 2.000000     | 2.000000            | 2.000000         |
| 182329 | 3500.000000      | 4551.000000  | 4551.000000         | 4551.000000      |
| 103135 | 1000.000000      | 50.000000    | 50.000000           | 50.000000        |
| 34746  | 2500.000000      | 92.000000    | 92.000000           | 92.000000        |
| 52896  | 12787.948899     | 3393.671270  | 3094.683633         | 3405.267683      |
| 144316 | 8390.250000      | 13434.736068 | 11604.275100        | 13151.926700     |
| 118299 | 877.125122       | 1132.315061  | 877.734237          | 1141.145150      |
| 4586   | 11187.000000     | 11641.742576 | 11635.039350        | 11753.605050     |
| 66595  | 1350.000000      | 1605.000000  | 1605.000000         | 1605.000000      |

In [89]: `kickstarter_clean.info()`

```
<class 'pandas.core.frame.DataFrame'>
Int64Index: 184921 entries, 0 to 184920
Data columns (total 54 columns):
backers_count      184921 non-null int64
blurb              184913 non-null object
initial_category   184921 non-null object
converted_pledged_amount  184921 non-null int64
country            184921 non-null object
created_at         184921 non-null datetime64[ns]
creator            184921 non-null object
currency           184921 non-null object
currency_symbol    184921 non-null object
currency_trailing_code  184921 non-null bool
current_currency   184921 non-null object
deadline           184921 non-null datetime64[ns]
disable_communication  184921 non-null bool
friends            102 non-null object
fx_rate            184921 non-null float64
goal               184921 non-null float64
id                 184921 non-null int64
is_backing         102 non-null object
is_starrable       184921 non-null bool
is_starred         102 non-null object
launched_at        184921 non-null datetime64[ns]
location           184921 non-null object
name               184921 non-null object
permissions        102 non-null object
photo              184921 non-null object
pledged            184921 non-null float64
profile            184921 non-null object
```

```

slug                184921 non-null object
source_url          184921 non-null object
status              184921 non-null object
state_changed_at    184921 non-null datetime64[ns]
static_usd_rate      184921 non-null float64
urls                184921 non-null object
usd_pledged          184921 non-null float64
usd_type             184860 non-null object
subcategory          184921 non-null object
category            184921 non-null object
creator_id           184921 non-null int64
creator_name         184921 non-null object
city                184921 non-null object
state               184868 non-null object
displ_loc            184921 non-null object
loc_type             184921 non-null object
image               184921 non-null object
project_id           184921 non-null int64
last_update_at      184921 non-null datetime64[ns]
url                 184921 non-null object
featured            184921 non-null object
current_fx_rate(usd) 184921 non-null float64
hist_exchange_rate(usd) 184921 non-null float64
goal_current_usd     184921 non-null float64
goal_hist_usd        184921 non-null float64
pledged_current_usd  184921 non-null float64
pledged_hist_usd     184921 non-null float64
dtypes: bool(3), datetime64[ns](5), float64(11), int64(5), object(30)
memory usage: 73.9+ MB

```

### Missing description (blurb) in some projects

#### Define

Drop projects without value in 'blurb'. Reset the index.

#### Code

```
In [90]: kickstarter_clean.dropna(subset=['blurb'], inplace=True)
        kickstarter_clean.reset_index(drop=True, inplace=True)
```

#### Test

```
In [91]: kickstarter_clean[kickstarter_clean.blurb.isna()]['blurb']
```

```
Out[91]: Series([], Name: blurb, dtype: object)
```

**Erroneous data types: - country, currency, status, category and subcategory should be of type category**

#### Define

Convert country, currency, status, category and subcategory into category.

#### Code

```
In [92]: # To category
```

```
kickstarter_clean['country'] = kickstarter_clean['country'].astype('category')
kickstarter_clean['currency'] = kickstarter_clean['currency'].astype('category')
kickstarter_clean['status'] = kickstarter_clean['status'].astype('category')
kickstarter_clean['category'] = kickstarter_clean['category'].astype('category')
kickstarter_clean['subcategory'] = kickstarter_clean['subcategory'].astype('category')
```

## Test

```
In [93]: kickstarter_clean.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 184913 entries, 0 to 184912
Data columns (total 54 columns):
backers_count      184913 non-null int64
blurb              184913 non-null object
initial_category   184913 non-null object
converted_pledged_amount  184913 non-null int64
country            184913 non-null category
created_at         184913 non-null datetime64[ns]
creator            184913 non-null object
currency           184913 non-null category
currency_symbol    184913 non-null object
currency_trailing_code  184913 non-null bool
current_currency   184913 non-null object
deadline           184913 non-null datetime64[ns]
disable_communication  184913 non-null bool
friends            102 non-null object
fx_rate            184913 non-null float64
goal               184913 non-null float64
id                 184913 non-null int64
is_backing         102 non-null object
is_starrable       184913 non-null bool
is_starred         102 non-null object
launched_at        184913 non-null datetime64[ns]
location           184913 non-null object
name               184913 non-null object
permissions        102 non-null object
photo              184913 non-null object
pledged            184913 non-null float64
profile            184913 non-null object
slug               184913 non-null object
source_url         184913 non-null object
status             184913 non-null category
state_changed_at   184913 non-null datetime64[ns]
static_usd_rate    184913 non-null float64
urls               184913 non-null object
usd_pledged        184913 non-null float64
```



```

usd_type                184852 non-null object
subcategory             184913 non-null category
category                184913 non-null category
creator_id              184913 non-null int64
creator_name            184913 non-null object
city                   184913 non-null object
state                  184860 non-null object
displ_loc              184913 non-null object
loc_type               184913 non-null object
image                  184913 non-null object
project_id             184913 non-null int64
last_update_at         184913 non-null datetime64[ns]
url                   184913 non-null object
featured               184913 non-null object
current_fx_rate(usd)    184913 non-null float64
hist_exchange_rate(usd) 184913 non-null float64
goal_current_usd       184913 non-null float64
goal_hist_usd          184913 non-null float64
pledged_current_usd     184913 non-null float64
pledged_hist_usd       184913 non-null float64
dtypes: bool(3), category(5), datetime64[ns](5), float64(11), int64(5), object(25)
memory usage: 66.7+ MB

```

**Ambiguous column names: name should refer to a project's title, *pledged* and *goal* should include currency measures.**

#### Define

Rename the columns name into 'project\_name' and goal into 'goal\_real', since it refers to the real project currency.

#### Code

```
In [94]: kickstarter_clean.rename(index=str, columns={"name": "project_name", "goal": "goal_real"}
```

#### Test

```
In [95]: kickstarter_clean[['project_name', 'goal_real', 'pledged_real']].sample(5)
```

```
Out[95]:
```

|        | project_name                                      | goal_real | \ |
|--------|---|-----------|---|
| 18966  | www.DocupletionForms.com & www.Documatic.Website! | 2000.0    |   |
| 47963  | UG Musiq  | 100000.0  |   |
| 177690 | Razistan ("Land of Secrets"): a new outlet on ... | 12500.0   |   |
| 100589 | Project-Nemesis "death in wonderland"             | 10000.0   |   |
| 48486  | Istadarium: un calendario, un racconto, un reg... | 7500.0    |   |

  

|        | pledged_real |
|--------|--------------|
| 18966  | 1.0          |
| 47963  | 0.0          |
| 177690 | 13310.0      |
| 100589 | 0.0          |
| 48486  | 10049.0      |

**Dubious project statuses:** The project's status (ID 2191564) is successful, the difference between goal and pledged is negative though. The projects status is failed (IDs: 3434836, 2736214, 445566), in spite of a positive surplus of pledged and goal.

### Define

Remove projects with *project id* 2191564, 3434836, 2736214 and 445566 from data set. Identify the index of each row containing aforementioned project ids, then drop each row. Finally, reset the row index.

### Code

```
In [96]: ids = [2191564, 3434836, 2736214, 445566]
         indices = [kickstarter_clean[kickstarter_clean.project_id == id].index[0] for id in ids]
         kickstarter_clean.drop(indices, inplace=True)
         kickstarter_clean.reset_index(drop=True, inplace=True)
```

### Test

```
In [97]: for id in ids:
         if id in kickstarter_clean.project_id: print("Test failed, "+ id + " in df." )
         else: print("ok")
```

ok  
ok  
ok  
ok

```
In [98]: kickstarter_clean.tail(1)
```

```
Out[98]:
```

|        | backers_count            | blurb   |   |
|--------|--------------------------|---|---|
| 184908 | 110                      | Let's make the world's first crowd-funded book... |   |
|        |                          |   | initial_category \                                    |
| 184908 |                          |   | {"id":13,"name":"Journalism","slug":"journalis...     |
|        | converted_pledged_amount | country   | created_at \  |
| 184908 |                          | 3329  | US 2009-04-27 04:44:17                                |
|        |                          |   | creator currency \                                    |
| 184908 |                          |   | {"id":1504593825,"name":"We Make a Book","slug... USD |
|        | currency_symbol          | currency_trailing_code                            | ... project_id \                                      |
| 184908 | \$                       | True  | ... 73  |
|        |                          |   | last_update_at url \                                  |
| 184908 | 2015-03-09 15:43:20      | https://www.kickstarter.com/projects/nymab/new... |   |
|        | featured                 | current_fx_rate(usd)                              | hist_exchange_rate(usd) \                             |
| 184908 | full support             | 1.0   | 1.0   |

|        | goal_current_usd | goal_hist_usd | pledged_current_usd | pledged_hist_usd |
|--------|------------------|---------------|---------------------|------------------|
| 184908 | 3000.0           | 3000.0        | 3329.0              | 3329.0           |

[1 rows x 54 columns]

### *Irrelevant columns*

#### **Define**

Select only columns needed for analysis, reset row index and store as master\_df. Necessary columns are in the following order: 'project\_id', 'project\_name', 'url', 'blurb', 'category', 'subcategory', 'image', 'slug', 'created\_at', 'launched\_at', 'deadline', 'state\_changed\_at', 'last\_update\_at', 'status', 'creator\_id', 'creator\_name', 'country', 'city', 'state', 'displ\_loc', 'loc\_type', 'backers\_count', 'featured', 'currency', 'goal\_real', 'goal\_current\_usd', 'goal\_hist\_usd', 'pledged\_real', 'pledged\_current\_usd', 'pledged\_hist\_usd', 'current\_fx\_rate(usd)', 'hist\_exchange\_rate(usd)'.

#### **Code**

```
In [99]: master_df = kickstarter_clean[['project_id', 'project_name', 'url', 'blurb', 'category'
```

#### **Test**

```
In [100]: master_df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 184909 entries, 0 to 184908
Data columns (total 32 columns):
project_id          184909 non-null int64
project_name        184909 non-null object
url                 184909 non-null object
blurb               184909 non-null object
category            184909 non-null category
subcategory          184909 non-null category
image               184909 non-null object
slug                184909 non-null object
created_at          184909 non-null datetime64[ns]
launched_at         184909 non-null datetime64[ns]
deadline            184909 non-null datetime64[ns]
state_changed_at    184909 non-null datetime64[ns]
last_update_at      184909 non-null datetime64[ns]
status              184909 non-null category
creator_id          184909 non-null int64
creator_name        184909 non-null object
country             184909 non-null category
city                184909 non-null object
state               184856 non-null object
displ_loc           184909 non-null object
loc_type            184909 non-null object
backers_count       184909 non-null int64
featured            184909 non-null object
currency            184909 non-null category
```

```

goal_real                184909 non-null float64
goal_current_usd         184909 non-null float64
goal_hist_usd            184909 non-null float64
pledged_real             184909 non-null float64
pledged_current_usd      184909 non-null float64
pledged_hist_usd         184909 non-null float64
current_fx_rate(usd)     184909 non-null float64
hist_exchange_rate(usd)  184909 non-null float64
dtypes: category(5), datetime64[ns](5), float64(8), int64(3), object(11)
memory usage: 39.3+ MB

```

## 4.6 Store master

```

In [101]: # Store clean data frame in two CSV files to limit file size and therefore allow pushing
quarter = len(master_df) // 4
master_1_df = master_df.iloc[:quarter]
master_2_df = master_df.iloc[quarter:2*quarter]
master_3_df = master_df.iloc[2*quarter:3*quarter]
master_4_df = master_df.iloc[3*quarter:]
master_1_df.to_csv('./data/kickstarter_master1.csv', index=False, encoding='utf-8')
master_2_df.to_csv('./data/kickstarter_master2.csv', index=False, encoding='utf-8')
master_3_df.to_csv('./data/kickstarter_master3.csv', index=False, encoding='utf-8')
master_4_df.to_csv('./data/kickstarter_master4.csv', index=False, encoding='utf-8')

```

## 4.7 Wrangling Summary

The dataset initially consisted of 212,377 project observations. Each project contained 37 data columns. I visually and programmatically assessed the data set here in this Jupyter Notebook. Due to a lack of documentation, I took samples of the data and compared project values with the Kickstarter archive, which is accessible online without any restrictions. There was no information about project features provided by the web scraping service, nor how exactly the data was scraped or generated. Therefore, I spent quite some time to understand and interpret each feature in the data set.

The data set was quite messy. I identified 7 tidiness issues and 10 quality issues. Therefore, I took a programmatic approach to clean the data. One of the main issues were insufficiently extracted JSON strings. I extracted the most important values from each string and stored each value in separate columns.

The second major issue were about 27k duplicate projects. Web Robots warned on their website about possible duplicates, which were a consequence of the search URLs they used to find the projects on the website. Thus, I removed all duplicates from the data set.

The third major change to this data was the conversion of funding goals and the pledged funding from their original currency to USD. I used two different exchange rates for the conversion. The first exchange rate refers to the current exchange rate (August 2019) to allow a general understanding of today's value of projects. However, to assess the real value of a campaign, I suppose it is better to compare projects by their value at the time of their funding. Hence, I additionally converted goals and pledges into USD using the date of the end of the funding.

Apart from that, when collating project observation to Kickstarter's archive, I did not encounter any severe inconsistencies. However, I'd like to warn readers, that I cannot guarantee for the validity and completeness of the data and take no liability for misinterpretation due to a lack of documentation.

After the cleaning, the data set was left with 184,909 project observations with 32 features each describing a crowdfunding campaign. Due to Github's file size restrictions, the data was split and then stored into 4 csv files.