```
# Projects Overview KPI : Total Number of Projects based on outcome

select state, count(id) as no_of_projects from main_table group by state order by no_of_projects desc;
```

state	no_of_projects
failed	187588
successful	139784
canceled	32406
live	3158
suspended	1498
purged	178

```
# Projects Overview KPI : Total Number of Projects based on Locations

select country, count(id) as no_of_projects from main_table group by country order by no_of_projects desc;
```

country	no_of_projects
US	277402
GB	34016
CA	14752
AU	7746
DE	4703
FR	3521
IT	3364
NL	2833
ES	2728

```
# Projects Overview KPI : Total Number of Projects based on Category

select c.nam as category_name,
count(m.id) as no_of_projects
from main_table m join category_table c on m.category_id=c.id
group by c.nam order by no_of_projects desc;
```

category_name	no_of_projects
Product Design	22236
Tabletop Games	15601
Music	15110
Documentary	14017
Video Games	11270
Shorts	10891
Food	9743
Film & Video	9281
Fiction	8247

```
# Projects Overview KPI : Total Number of Projects created by Year

select year(created_at_date) as year,count(id) as no_of_projects from main_table group by year(created_at_date);
```

year	no_of_projects
2009	1303
2010	9734
2011	24197
2012	38997
2013	41318
2014	58992
2015	57991
2016	46029
2017	47187

```
# Projects Overview KPI : Total Number of Projects created by Quarter

select concat('Q',quarter(created_at_date)) as Quarter_no,count(id) as No_of_projects from main_table count
group by Quarter_no order by Quarter_no;
```

Quarter_no	No_of_projects
Q1	93054
Q2	92394
Q3	97712
Q4	81452

```
# Projects Overview KPI : Total Number of Projects created by month

select monthname(created_at_date) as month_name,count(id) as no_of_projects from main_table
group by monthname(created_at_date),month(created_at_date) order by month(created_at_date);
```

month_name	no_of_projects
January	31016
February	28731
March	33307
April	30825
May	31931
June	29638
July	35974
August	31568
September	30170
October	31281
November	28240
December	21931

```
# Amount Raised for successful projects:

select concat("$ ",round(sum(usd_pledged)/1000000,2)," Million") as Total_amount_for_successful_projects
from main_table where state = "successful";
```

Total_amount_for_successful_pro
$ 3475.36 Million

```
# number of backers for successful projects:

select concat(round(sum(backers_count)/1000000,2)," Million") as Total_backers_for_successful_projects
from main_table where state = "successful";
```

Total_backers_for_successful_pro
39.92 Million

```
# Avg number of days for successful projects:

with cte as
(select datediff(successful_at_date,created_at_date) as date_diff, id from main_table where state = "successful")
select concat(ceiling(avg(date_diff))," Days") as Avg_days_for_successful_projects from cte;
```

Avg_days_for_successful_projects
81 Days

```
# Top Successful Projects : Based on Number of Backers

select pname as Project_name, concat(round((backers_count/1000),2)," K") as No_of_Backers
from main_table where state = "successful" order by backers_count desc limit 5;
```

Project_name	No_of_Backers
Exploding Kittens	219.38 K
Fidget Cube: A Vinyl Desk Toy	154.93 K
Bring Reading Rainbow Back fo...	105.86 K
The Veronica Mars Movie Project	91.59 K
Double Fine Adventure	87.14 K

```
# Top Successful Projects : Based on Amount Raised

select pname as Project_name, concat("$ ",round((usd_pledged/1000000),2), " Million") as Amount_raised
from main_table where state = "successful" order by usd_pledged desc limit 5;
```

Project_name	Amount_raised
Pebble Time - Awesome Smart...	$ 20.34 Million
COOLEST COOLER: 21st Centu...	$ 13.29 Million
Pebble 2, Time 2 + All-New Pe...	$ 12.78 Million
Kingdom Death: Monster 1.5	$ 12.39 Million
Pebble: E-Paper Watch for iPho...	$ 10.27 Million

```
# Percentage of Successful Projects overall

select
concat(round(((select count(id) from main_table
where state = "successful")/(select count(id) from main_table)*100),2)," %")
as Percent_of_successful_projects;
```

Percent_of_successful_projects
38.34 %

```sql
# Percentage of Successful Projects  by Category

SELECT
    c.nam as category,
    SUM(CASE WHEN m.state = 'successful' THEN 1 ELSE 0 END) as Successful_Projects,
    COUNT(m.id) as total_projects,
   concat(ROUND(
        100.0 * SUM(CASE WHEN m.state = 'successful' THEN 1 ELSE 0 END) / COUNT(m.id),
        2
    ),"%") AS success_percentage
FROM main_table m join category_table c on m.category_id = c.id
GROUP BY c.nam
ORDER BY (SUM(CASE WHEN m.state = 'successful' THEN 1 ELSE 0 END) / COUNT(m.id)) Desc;
```

year	total_projects	successful_projects	successful_percent
2019	1518	47	3.10%
2018	37346	16528	44.26%
2017	47187	18644	39.51%
2016	46029	16531	35.91%
2015	57991	18318	31.59%
2014	58992	19196	32.54%
2013	41318	17911	43.35%
2012	38997	16820	43.13%
2011	24197	10985	45.40%
2010	9734	4231	43.47%
2009	1303	573	43.98%

```sql
# Percentage of Successful projects by Goal Range ( decide the range as per your need )

WITH cte AS ( SELECT *, goal * static_usd_rate AS goal_USD
    FROM main_table )
SELECT
    CASE
        WHEN goal_USD < 1000 THEN '< 1k USD'
        WHEN goal_USD BETWEEN 1000 AND 10000 THEN '1k-10k USD'
        WHEN goal_USD BETWEEN 10000 AND 100000 THEN '10k-100k USD'
        WHEN goal_USD BETWEEN 100000 AND 1000000 THEN '100k-1 Million USD'
        WHEN goal_USD BETWEEN 1000000 AND 10000000 THEN '1 Million-10 Million USD'
        ELSE 'Above 10 Million'
    END AS Goal_Range,
    concat(ROUND(
        (SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) * 100.0) / COUNT(id),
        2
    ),"%") AS Successful_percent
FROM cte
GROUP BY Goal_Range
order by ROUND(
        (SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) * 100.0) / COUNT(id),
        2
              ) Desc;
```

Goal_Range	Successful_percent
< 1k USD	54.87%
1k–10k USD	42.30%
10k–100k USD	27.52%
100k–1 Million USD	6.78%
1 Million–10 Million USD	1.21%
Above 10 Million	0.00%