

# 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 %

# 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%

# 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%