CROWDFUNDING

KICKSTARTER

PROJECTS ANALYSIS SQL

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Convert the Date Fields to Natural Time (Epoch to Human-Readable Date) --
alter table projects
add column date datetime;

UPDATE projects
SET date = FROM_UNIXTIME(created_at);
```


```sql
-- Build a Calendar Table --

CREATE TABLE calendar (
    date datetime,
    year INT,
    month_no INT,
    month_fullname VARCHAR(20),
    quarter VARCHAR(2),
    weekday_no INT,
    weekday_name VARCHAR(10),
    financial_month VARCHAR(5),
    financial_quarter VARCHAR(5)
);
```

Field	Type	Null	Key	Default	Extra
date	datetime	YES		NULL	
year	int	YES		NULL	
month_no	int	YES		NULL	
month_fullname	varchar(20)	YES		NULL	
quarter	varchar(2)	YES		NULL	
weekday_no	int	YES		NULL	
weekday_name	varchar(10)	YES		NULL	
financial_quarter	varchar(5)	YES		NULL	

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```sql
INSERT INTO calendar (date)
SELECT DISTINCT FROM_UNIXTIME(created_at) AS natural_date
FROM projects;
```

```sql
UPDATE calendar
SET
    year = YEAR(date),
    month_no = MONTH(date),
    month_fullname = MONTHNAME(date),
    quarter = CONCAT('Q', QUARTER(date)),
    weekday_no = DAYOFWEEK(date),
    weekday_name = DAYNAME(date),
    financial_quarter = CASE
        WHEN MONTH(date) BETWEEN 4 AND 6 THEN 'FQ1'
        WHEN MONTH(date) BETWEEN 7 AND 9 THEN 'FQ2'
        WHEN MONTH(date) BETWEEN 10 AND 12 THEN 'FQ3'
        WHEN MONTH(date) BETWEEN 1 AND 3 THEN 'FQ4'
        END;
```

date	year	month_no	month_fullname	quarter	weekday_no	weekday_name	financial_quarter
2009-04-21 09:00:19	2009	4	April	Q2	3	Tuesday	FQ1
2009-04-21 09:35:35	2009	4	April	Q2	3	Tuesday	FQ1
2009-04-21 15:26:36	2009	4	April	Q2	3	Tuesday	FQ1
2009-04-21 18:11:10	2009	4	April	Q2	3	Tuesday	FQ1
2009-04-22 19:06:59	2009	4	April	Q2	4	Wednesday	FQ1
2009-04-23 11:27:31	2009	4	April	Q2	5	Thursday	FQ1
2009-04-24 08:45:45	2009	4	April	Q2	6	Friday	FQ1
2009-04-24 11:15:07	2009	4	April	Q2	6	Friday	FQ1
2009-04-24 21:37:50	2009	4	April	Q2	6	Friday	FQ1

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```
--  Convert the Goal Amount into USD--

select goal*static_usd_rate as usd_goal
from projects;
```

usd_goal
5000
5000
5000
5000
5000
5000

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Total Number of Projects by Outcome --

select  count(*) as total_projects
from projects;
```

	total_projects
▶	365820

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```sql
-- Total Projects by Location --

select country,count(*) as Top_5_country_by_projects
from projects
group by country
order by count(*) desc limit 5;
```

country	Top_5_country_by_projects
US	278484
GB	34071
CA	14769
AU	7754
DE	4711

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Total Projects by Category --

select c_name,count(name) as top_10_ct_by_project
from category inner join projects
on category.category_id=projects.category_id
group by c_name
order by count(name) desc limit 10;
```

c_name	top_10_ct_by_project
Product Design	22270
Tabletop Games	15618
Documentary	14075
Video Games	11280
Shorts	10957
Fiction	8304
Nonfiction	7622
Apparel	7501
Children's Books	6658
Apps	6454

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Total Projects by Year, Quarter, Month --

select year,quarter,month_fullname,count(name) as project_by_year
from calendar inner join projects
on calendar.date=projects.date
group by year,quarter,month_fullname
order by count(name) desc;
```

year	quarter	month_fullname	project_by_year
2014	Q3	July	10440
2015	Q1	March	6240
2014	Q3	August	6080
2015	Q1	February	5573
2014	Q4	October	5423
2015	Q2	May	5336
2014	Q3	September	5288
2015	Q1	January	5242
2015	Q2	April	5104
2015	Q2	June	4878
2015	Q3	July	4859

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- TOTAL SUCCESFUL PROJECTS COUNT--

SELECT COUNT(*) AS successful_projects
FROM projects
WHERE state = 'successful';
```

successful_projects
140282

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- TOTAL PLEDGED --

SELECT SUM(PLEDGED) AS TOTAL_PLEDGED
FROM PROJECTS;
```

TOTAL_PLEDGED
4757566862

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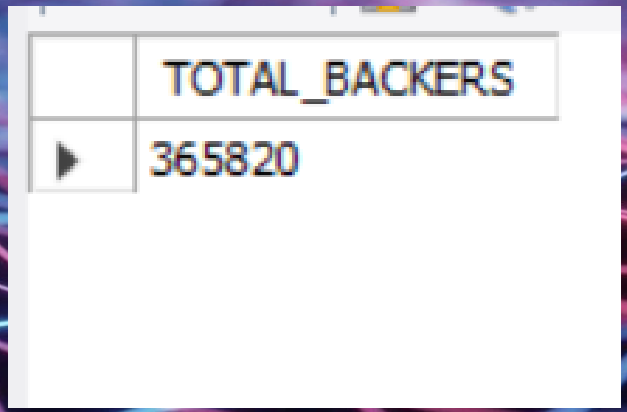
KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- TOTAL BACKERS COUNT --

SELECT COUNT(BACKERS_COUNT) AS TOTAL_BACKERS
FROM PROJECTS;
```



TOTAL_BACKERS
365820

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Successful Projects Amount Raised Number of Backers --

SELECT state,COUNT(*)AS TOTAL_PROJECT,sum(pledged) AS total_amount_raised, COUNT(backers_count) AS total_backers
FROM projects
WHERE state = 'successful';
```

state	TOTAL_PROJECT	total_amount_raised	total_backers
successful	140282	4277135404	140282

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Avg Number of Days for successful projects --

SELECT state,AVG(DATEDIFF(FROM_UNIXTIME(deadline), FROM_UNIXTIME(created_at))) AS avg_days
FROM projects
WHERE state = 'successful';
```

	state	avg_days
▶	successful	80.3617

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Top Successful Projects Based on Number of Backers and Based on Amount Raised  --

SELECT name, COUNT(backers_count) AS count_backers ,sum(pledged) as total_pledged
FROM projects
WHERE state = 'successful'
GROUP BY name
ORDER BY total_pledged DESC
LIMIT 10;
```

name	count_backers	total_pledged
The Good Life	1	81030744
LM7 & Black?Rock Shooter Creator ????? Figur...	1	52401709
Dream Pen ????: True Ebonite Fountain Pens wi...	1	32746309
The VR Animation Spice and Wolf VR Production...	1	30978009
VenusBlood FRONTIER English Localization Project	1	23606140
Kenichi Sonoda's Bean Bandit New Anime Project	1	23343872
??????????? ????? Fist of the North Star Innov...	1	22936350
Pebble Time - Awesome Smartwatch, No Compr...	1	20338986
???????????IoT?????????popIn Aladdin?	1	17406300
COOLEST COOLER: 21st Century Cooler that s ...	1	13285226

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```sql
-- Top Successful category Based on Number of Backers --

SELECT state,c_name, count(backers_count) AS total_backers
FROM projects JOIN category
ON projects.category_id = category.category_id
WHERE state = 'successful'
GROUP BY c_name
ORDER BY total_backers desc
LIMIT 10;
```

state	c_name	total_backers
successful	Tabletop Games	9749
successful	Product Design	9319
successful	Shorts	6152
successful	Documentary	5595
successful	Indie Rock	3311
successful	Rock	3172
successful	Country & Folk	2700
successful	Video Games	2567
successful	Children's Books	2537
successful	Nonfiction	2239

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KICKSTARTER PROJECTS ANALYSIS SQL

```sql
-- Top Successful category Based on Amount Raised --

SELECT state,c_name, SUM(pledged) AS total_pledged
FROM projects JOIN category
ON projects.category_id = category.category_id
WHERE state = 'successful'
GROUP BY c_name
ORDER BY total_pledged DESC
LIMIT 10;
```

state	c_name	total_pledged
successful	Product Design	938755909
successful	Tabletop Games	649799997
successful	Video Games	309176204
successful	Hardware	161400441
successful	Gadgets	148175203
successful	Documentary	122751394
successful	Animation	79340144
successful	Wearables	78287915
successful	Sound	60101317
successful	Apparel	55976508

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```sql
-- Percentage of Successful Projects overall --

SELECT (SUM(CASE WHEN state = 'successful' THEN 1 ELSE 0 END) / COUNT(*)) * 100 AS success_rate
FROM projects;
```

success_rate
38.3473

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THANK YOU