Module 1 Analysis

1. Successful campaigns recruited an average of 851 backers while the campaigns that failed had an average of 585 backers.
2. The best time to campaign is mid-summer (46% in May vs 58% in July vs 45% in September).
3. The chances of success of a crowdfunding campaign at the highest when the fundraising goal is somewhere between $10,000 and $24,999.