

I believe the median is a better illustration of the data. When you look at the average next to the highest value, it takes into account too many high outliers and ignores the relatively small number of backers the majority of projects have. 50% of successful projects have 200 or less and 50% of failed projects have 114 or less. I could make a box and whisker plot, it would be a next step, but to answer this particular question I don't feel that I need it.

There is more variance in successful projects than unsuccessful ones. I think that's due to the fact that backers don't make a project work on their own. A very good project can succeed with a small number of backers but a very bad project will fail even if it has a large number of backers. You would expect to see higher variance in successful projects in general, but there will still be bad ideas that get high numbers of backers. I think that explains the dataset nicely.