**Version3**

1. Descriptive statistics and Correlation Matrix

Table1 correlation Matrix and descriptive statistics

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Mean | Std.Dev | Min | Max | [1] | [2] | [3] | [4] | [5] | [6] | [7] | [8] | [9] | [10] |
| [1] | DV:Donation Amount | 9813 | 62978 | 0 | 3431670 | 1 |  |  |  |  |  |  |  |  |  |
| [2] | Campaign Goal | 44797 | 154417 | 100 | 5000000 | 0.47 | 1 |  |  |  |  |  |  |  |  |
| [3] | Tax Deductibility | 0.939 | 0.240 | 0 | 1 | 0.05 | -0.02 | 1 |  |  |  |  |  |  |  |
| [4] | Campaign Duration | 108 | 110 | 1 | 630 | 0.3 | 0.43 | -0.02 | 1 |  |  |  |  |  |  |
| [5] | Video use | 0.404 | 0.491 | 0 | 1 | -0.14 | -0.04 | 0.015 | -0.15 | 1 |  |  |  |  |  |
| [6] | Impact message | 0.569 | 0.806 | 0 | 2 | 0.26 | 0.42 | -0.03 | -0.07 | -0.13 | 1 |  |  |  |  |
| [7] | Number of images | 2.870 | 1.589 | 0 | 5 | 0.19 | 0.078 | -0.06 | -0.01 | 0.21 | 0.08 | 1 |  |  |  |
| [8] | Words of campaign | 138 | 67.5 | 1 | 309 | 0.19 | 0.21 | -0.02 | -0.1 | 0.15 | 0.18 | 0.058 | 1 |  |  |
| [9] | Words of NPO | 101 | 56.1 | 1 | 179 | 0.41 | 0.066 | 0.071 | -0.13 | 0.12 | 0.16 | 0.054 | 0.52 | 1 |  |
| [10] | Organization Cause | 3.033 | 1.536 | 0 | 5 | 0.46 | 0.057 | 0.019 | 0.085 | -0.02 | -0.11 | -0.04 | -0.05 | 0.27 | 1 |
| [11] | Campaign Cause | 3.456 | 0.982 | 0 | 4 | -0.08 | -0.04 | 0.071 | -0.14 | 0.085 | 0.19 | 0.41 | -0.41 | 0.46 | -0.08 |

\*Data-set size is 15979

2. Normality Test

|  |  |
| --- | --- |
| Variables | VIF |
| DV:Donation Amount | 1.443 |
| Campaign Goal | 1.515 |
| Tax Deductibility | 1.022 |
| Campaign Duration | 1.105 |
| Video use | 1.056 |
| Impact message | 5.364 |
| Number of images | 1.081 |
| Words of campaign | 1.064 |
| Words of NPO | 2.361 |
| Organization Cause | 2.477 |
| Campaign Cause | 1.154 |

All the VIF are small and most of them close to 1 which means there is no multicollinearity.

3. QQ plot

Normal distribution

Chart, line chart

Description automatically generated

Based on Quantile-Quantile Plots can get that there are some outliers. So, the data does fellow normal distribution very well.

4. Model result

**Model 1**

**Dependent variable : we just keep it to Actual donation amount**

**Independent variables are:**

1.            Campaign goal ( amount)

3.            Campaign Duration  ( number of days )

4.            Number of images used  ( can be 0 -5)

5.            Video use ( yes no )

7.            Number of words used in Description of campaign

8.            Number of words used in Description of NPO

'Actual\_Donation\_Amount = Campaign\_Goal + duration\_day + Campaign\_Image\_num + Campaign\_Video + Num\_desc\_cam + Num\_desc\_NPO'

A screenshot of a computer

Description automatically generated with medium confidence

**Model 2**

**Dependent variable : we just keep it to Actual donation amount**

**To summarize the independent variables are:**

1. Campaign goal ( amount)
2. NPO Ipc Status For Tax Deductibility  ( yes no)
3. Campaign Duration  ( number of days )
4. Number of images used  ( can be 0 -5)
5. Video use ( yes no )
6. Impact message articulation ( 0-4)
7. Number of words used in Description of campaign
8. Number of words used in Description of NPO

Actual\_Donation\_Amount = Campaign\_Goal+ NPO\_Tax\_Deductibility + duration\_day + Campaign\_Image\_num + Campaign\_Video + new\_msg\_category + Num\_desc\_cam + Num\_desc\_NPO

Table

Description automatically generated