Module 1 Challenge Questions

There seems to be a higher chance of success for projects with a goal less than $50,000. There are quite a few projects with that large goal, however they succeed at the lowest rate. There doesn’t seem to be a specific month that has a better chance of success than any other month. It seems as time went on, a higher percentage of projects were successful, so organizations are learning from what worked in the past.

One limitation of this is the actual $ amount per donor. It would be interesting to see if this is fairly close to the average. It could help target new campaigns in the areas larger donors have been contributing to.

One interesting graph to plot is the speed at which campaigns pick up steam. Is there a correlation between getting backers involved early and the likelihood for a campaign to succeed?

For this data set there is a big spread between the mean and median for the amount of backers for a campaign. I would use the median as it more accurately describes how many backers the average campaign would need to be successful.

The variance and Standard deviation for failed campaigns is a little smaller than successful campaigns. Meaning more variability for successful campaigns. This makes sense as failed campaigns are more likely to have less backers therefor the mean and median would be closer together.