**Statistical Analysis**

**Use your data to determine whether the mean or the median better summarizes the data.**

In our Histograms we see clearly that we don’t have symmetrical distribution, but we have skewed to the right or positively skewed.

In this case we have a higher standard deviation that indicates that the data points are spread out over a wider range. In our Histograms we can see that have some “Outliers “or some data points that are an abnormal distance from others.

**To summarize better our data to measure our central tendency is median, because is more resistant to “outliers” that the mean.**

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**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

* Table

  Description automatically generatedTo determine who is more variability we need to see measures of variability that are the range, the interquartile range (IQR), variance, and standard deviation.

**In all our measures of variability we see that successful campaigns are higher than unsuccessful campaigns. When we deal with higher variability, we have more different data points. And data points that are at an abnormal distance from other values ​​become more likely.**

* To determine who of two campaigns is more variability the easier way is, to find

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And we know that the lower the coefficient of variation the better is campaigns, because it means the spread of data values is low relative to the mean. (“What is Considered a Good Coefficient of Variation? - Statology”)

* **Or we can find Z -score and we can see that Z- scores for “outliners” at unsuccessful campaigns are higher than successful campaigns.**

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**This makes sense because in successful campaign we have more sample that in failed campaign and if we see in our Histograms, we can see that in two last “classes “, we have 3 data points at failed Histogram and just one at successful campaign. And in both of our Histograms we have the same number of classes.**