**The mean or the median summarizes the data more meaningfully**

Median is much more robust indicative for central tendency for the both successful and unsuccessful campaigns data set.

Chart, box and whisker chart

Description automatically generated

**Successful Campaigns**: Since we have skewed data set including 26457 backers, it is much better to observe the data boundaries with lower values to determine whether the mean or the median is better for central tendency. Graph "Successful Campaign" shows that median 62 with interquartile range for spread, where 1st quartile is 29 and the 3rd quartile is 141 includes higher volume of data whereas mean 194.43 with 844.30 standard deviation.

Chart, box and whisker chart

Description automatically generated

**Unsuccessful Campaigns:** Since we have skewed data set including 1293 backers, it is much better to observe the data boundaries with lower values to determine whether the mean or the median is better for central tendency. Graph "Unsuccessful Campaign" shows that the median 4 is more reasonable, where 1st quartile is 1 and the 3rd quartile is 12 includes higher volume of data whereas mean 17.7 with 61.42 standard deviation.

**Summary:** Successful campaigns median is 62 whereas unsuccessful campaigns is 4. Failed kickstarts generally has lack of backers which means lack of budget and support they need.