From the statistical analysis, the data is skewed for both the successful and failed campaigns. Therefore, using median to summarize is better than mean. The data is rightly skewed and does not follow normal distribution. Hence use Median as the summary for the data. Box and whisker plot further support the use of median over mean.

From the standard deviation and variance, the variability is higher for successful campaigns. The box and whisker plot also depict the high variability in the successful campaign. The difference between the mean and median is more for successful campaigns in comparison to failed and data is more skewed for the successful campaigns. Although, there are significant number of outliers in both the cases. It makes sense because the inter quartile range for the successful campaign is high than the failed campaign.