Analysis of Backers for Campaigns

In the case of successful and failed backer totals, median provides a more meaningful summary. The variance for both backers is high which can mean the data has some significant outliers. Outliers can have a significant affect on mean where the median is not affected as much. The data show more variability with successful campaigns as the standard deviation for successful is about 844 and failed is about 61. This is not surprising as successful campaigns may have needed 1 backer to meet the goal or many backers could have pledged to far exceed the goal. Successful campaigns allow more potential backers as goals can receive more pledged than requested.