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

### **Answer: Median better summarizes this data set.**

### **Explanation**:

### **Mean** would be best to use when data set is tightly coupled or in other word for a

### normal distribution data set. In a **normal distribution** data set,

### a) MEAN and MEDIAN will have very little difference

### b) Standard deviation and Variance will be very small as the data set is tightly coupled with mean

### **Median** would be best when the **dataset is skewed**. In a skewed dataset,

### a) MEAN and MEDIAN will have huge difference

### b) Standard deviation and Variance will be too high as the data is widely

### spread out from the mean and from each other.

### **Considering all these inputs while reviewing the statistical data for both successful and failed campaign outcome, it is evident that MEAN, MEDIAN differences and variance and standard deviation is high. This data set is skewed data set. Hence MEDIAN would better represent this data set.**

# Use your data to determine if there is more variability with successful or unsuccessful campaigns.

Too many outliers present in the data set. 'Outlier indicates that the data set is widely spread from the mean and from each other. This type of data set is referred as "skewed data set".

### Compared to unsuccessful(failed) campaign outcomes statistical values, **successful campaign** outcome has **more variability** due to more wide spread of data set which is evident through its minimum maximum number, variance, and standard deviation comparison.