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

Median, because the data is not homogeneous, the backers population is very different in composition and in case the mean provide less information giving a “break-even point.”

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

Successful, and it makes sense because there is more different data available, in other words, a less accurate estimate of the population statics.