1. Statistical Analysis for the Successful/failed campaigns

The “Mean Successful” metric was used in this report rather than Median. The data is symmetric, and it followed a normal clear distribution as there is not significant outliers. While the data has a meaningful start of a zero point. The mean would balance the values above and below the central point.

To use the mean metric in these scenarios is more appropriate as it will also shows positive results when presenting to audience.

The mean was successful to indicate the average level of success for these campaigns. The backer number was used as a key performance to measure the success of the campaigns in the table.

The average 851 has suggested that it was highly and relatively positive success of the campaigns. Meanwhile other key performances should be monitored to help with improving or keeping the level of success on positive notes.

In the end the value of the mean “851” is an encouraging measurement for the campaigns’ performance.

1. The variance in the data in the successful campaigns “1606217” shows that there is more variability in the backer’s number than unsuccessful campaigns “924113”. It makes sense as the goal of those results is to seek potential growth and increase rather than consistency of achieving more successful campaigns. Which is the set goal for each campaign in the table. And to achieve more and higher level of support. as a result gaining a higher variance will be an indicator of great success.