

- **Use your data to determine whether the mean or the median better summarizes the data**
 - There is a vast difference in the data distribution. To illustrate the Histogram suggests that the data is skewed and far from the normal distribution as shown by the outliers. This is also confirmed by the leptokurtic nature of the data with kurtosis greater than 3. In this case, the median will give a better approximation of the data distribution.
- **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
 - The data suggests that there is more variability with successful campaigns since the variance for successful campaigns is greater than the one for unsuccessful campaigns. For a campaign to be successful, it has to attract a large number of investors, this will likely increase the variance as a result. At the same time the data may mask other factors for example the campaigns which were not successful may have not been promoted well enough.