**Statistical Analysis:**

**Q1. Use your data to determine whether the mean or the median better summarizes the data.**

Ans: The median is a superior option for summarizing this data. Given that dataset, which has a significantly high mean in comparison to the median. It provides a more accurate representation of the dataset's typical values without being skewed.

**Q2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Successful campaigns have a bigger standard deviation than those that are unsuccessful. This suggests that while some campaigns are extremely effective, others may only be somewhat successful.

Analyzing variability makes sense because  
  
It facilitates comprehension of the effectiveness of various campaign kinds.  
High levels of heterogeneity in campaigns that are successful could point to risks as well as bigger success prospects.