

Trends over Time

The figure consists of two side-by-side scatter plots. The left plot shows the full range of data, with the x-axis (Number of Backers) ranging from 0 to 500 and the y-axis (Amount Pledged) ranging from 0 to 250,000. The right plot is a zoomed-in view of the lower range, with the x-axis ranging from 0 to 40,000 and the y-axis ranging from 0e+00 to 6e+06. Both plots include a magenta regression line and a black shaded area representing the confidence interval. The legend on the right lists 15 main categories: Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater.

Higher Order Clustering of Projects

This dendrogram illustrates the hierarchical clustering of projects based on distance. The x-axis represents the distance, ranging from 0 to 10. The y-axis lists the projects, which are color-coded by their status: failed (pink), successful (orange), canceled (green), and suspended (teal). The clustering process starts with individual projects at distance 0 and merges them into larger clusters as the distance increases. The legend indicates that projects are categorized into four status groups: failed (pink), successful (orange), canceled (green), and suspended (teal). The dendrogram shows that projects with the same status tend to cluster together at lower distances, while projects from different status groups cluster at higher distances. For example, a cluster of 'failed' projects (pink) merges with a cluster of 'successful' projects (orange) at a distance of approximately 3.5. The final merge of all projects occurs at a distance of approximately 10.5.

Legend:

- failed
- successful
- canceled
- suspended

Distance

Projects (from top to bottom):

- Art
- Food
- Art
- Film & Video
- Games
- Art
- Photography
- Music
- Publishing
- Comics
- Music
- Games
- Publishing
- Design
- Design
- Film & Video
- Games
- Publishing
- Technology
- Games
- Games
- Games
- Games
- Music
- Fashion
- Film & Video
- Technology
- Games
- Music
- Crafts
- Publishing
- Fashion
- Art
- Publishing
- Crafts
- Art
- Music
- Publishing
- Art
- Journalism
- Music
- Journalism
- Art
- Comics
- Games
- Art
- Photography

Distribution of Success Rates of Projects by Main Category

Main Category	Unsuccessful (Ratio)	Successful (Ratio)
Art	0.60	0.40
Comics	0.45	0.55
Crafts	0.75	0.25
Dance	0.38	0.62
Design	0.65	0.35
Fashion	0.75	0.25
Film & Video	0.62	0.38
Food	0.75	0.25
Games	0.65	0.35
Journalism	0.78	0.22
Music	0.53	0.47
Photography	0.68	0.32
Publishing	0.68	0.32
Technology	0.80	0.20
Theater	0.40	0.60

The figure consists of three stacked bar charts showing the distribution of campaigns by year launched (2010-2017) for three categories: Successful, Unsuccessful, and (all). The y-axis represents the Number of Projects (0 to 80,000). The x-axis represents the Year Launched. The legend lists 15 main categories: Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater.

Successful: The number of successful projects starts low in 2010 (around 5,000) and grows steadily to a peak of approximately 20,000 in 2015, before declining to around 18,000 in 2017. The distribution is relatively even across the categories, with Music and Publishing being prominent.

Unsuccessful: The number of unsuccessful projects starts very low in 2010 (around 1,000) and grows significantly to a peak of approximately 55,000 in 2015, before declining to around 35,000 in 2017. The distribution is skewed towards the later years, with Music and Publishing being prominent.

(all): The total number of projects starts low in 2010 (around 10,000) and grows significantly to a peak of approximately 75,000 in 2015, before declining to around 53,000 in 2017. The distribution is skewed towards the later years, with Music and Publishing being prominent.

The graph displays the relationship between campaign duration and success rate. The x-axis represents 'Project Length (Days)' from 0 to 60, and the y-axis represents 'Success Rate (%)' from 30 to 60. A black line with circular markers shows the daily success rate, which fluctuates significantly. A blue line represents the smoothed trend, showing a peak around 18-22 days followed by a decline. A grey shaded area around the blue line indicates the confidence interval. A vertical red line is positioned at 28 days, marking a point of interest where the success rate drops sharply.

Project Length (Days)	Success Rate (%)
1	38
2	42
3	36
4	43
5	43
6	48
7	49
8	57
9	58
10	48
11	61
12	55
13	56
14	54
15	46
16	62
17	61
18	58
19	58
20	45
21	58
22	63
23	60
24	58
25	49
26	56
27	53
28	54
29	51
30	36
31	55
32	57
33	53
34	54
35	45
36	53
37	52
38	50
39	49
40	39
41	50
42	47
43	49
44	46
45	33
46	48
47	47
48	40
49	44
50	34
51	40
52	39
53	37
54	35
55	33
56	33
57	30
58	29
59	28
60	24

Text Analysis of Projects' Categories

[illegible]

Trends over Projects' Country of Origin

Success Rate of Projects by Country

A world map visualization showing the success rate of projects by country. The map uses a color scale from light blue (15.2) to dark blue (37.4). The United States and Australia show the highest success rates, while many countries in Africa and Asia show lower rates.

Country	Success Rate (%)
United States	37.4
Australia	37.4
Canada	37.4
United Kingdom	37.4
France	37.4
Germany	37.4
Italy	37.4
Spain	37.4
Japan	37.4
South Korea	37.4
India	37.4
China	37.4
Russia	37.4
Brazil	37.4
Argentina	37.4
Colombia	37.4
Venezuela	37.4
Peru	37.4
Chile	37.4
Uruguay	37.4
Paraguay	37.4
Bolivia	37.4
Ecuador	37.4
Guatemala	37.4
Honduras	37.4
Nicaragua	37.4
Costa Rica	37.4
Panama	37.4
Dominican Republic	37.4
Haiti	37.4
Jamaica	37.4
Trinidad and Tobago	37.4
Grenada	37.4
Barbados	37.4
Antigua and Barbuda	37.4
St. Kitts and Nevis	37.4
St. Lucia	37.4
St. Vincent and the Grenadines	37.4
Dominica	37.4
Marshall Islands	37.4
Micronesia	37.4
Palau	37.4
Northern Mariana Islands	37.4
Guam	37.4
U.S. Virgin Islands	37.4
Puerto Rico	37.4
Greenland	37.4
Alaska	37.4
Idaho	37.4
Montana	37.4
Wyoming	37.4
Nebraska	37.4
Kansas	37.4
Oklahoma	37.4
Arkansas	37.4
Mississippi	37.4
Alabama	37.4
Georgia	37.4
South Carolina	37.4
North Carolina	37.4
Virginia	37.4
West Virginia	37.4
Maryland	37.4
Delaware	37.4
Pennsylvania	37.4
New Jersey	37.4
New York	37.4
Connecticut	37.4
Massachusetts	37.4
Rhode Island	37.4
Massachusetts	37.4
Connecticut	37.4
New Jersey	37.4
Pennsylvania	37.4
Delaware	37.4
Maryland	37.4
West Virginia	37.4
Virginia	37.4
North Carolina	37.4
South Carolina	37.4
Georgia	37.4
Alabama	37.4
Mississippi	37.4
Arkansas	37.4
Oklahoma	37.4
Kansas	37.4
Nebraska	37.4
Wyoming	37.4
Montana	37.4
Idaho	37.4
Alaska	37.4
Greenland	37.4
U.S. Virgin Islands	37.4
Guam	37.4
Northern Mariana Islands	37.4
Palau	37.4
Micronesia	37.4
Marshall Islands	37.4
Dominica	37.4
St. Vincent and the Grenadines	37.4
St. Lucia	37.4
St. Kitts and Nevis	37.4
Antigua and Barbuda	37.4
Barbados	37.4
Jamaica	37.4
Haiti	37.4
Dominican Republic	37.4
Panama	37.4
Costa Rica	37.4
Nicaragua	37.4
Honduras	37.4
Guatemala	37.4
Ecuador	37.4
Bolivia	37.4
Paraguay	37.4
Uruguay	37.4
Chile	37.4
Peru	37.4
Venezuela	37.4
Colombia	37.4
Argentina	37.4
Brazil	37.4
Russia	37.4
China	37.4
India	37.4
South Korea	37.4
Japan	37.4
Italy	37.4
Germany	37.4
France	37.4
United Kingdom	37.4
Canada	37.4
United States	37.4

The figure consists of four density plots arranged in a 2x2 grid, each showing the distribution of a different variable for four countries: AT (Austria, light red), GB (Great Britain, light green), IT (Italy, light blue), and US (United States, light purple). The x-axis for all plots is on a logarithmic scale.

- Top Left: Distribution of Pledge Amount** (Log(Pledge Amount) on x-axis, range 0 to 15). The US distribution is the most concentrated and highest, peaking around 8. The GB distribution is also concentrated, peaking around 7. The AT and IT distributions are broader and lower, peaking around 5.
- Top Right: Distribution of Backers** (Log(Backers) on x-axis, range 0.0 to 12.5). The US distribution is the most concentrated and highest, peaking around 4.5. The GB distribution is also concentrated, peaking around 4. The AT and IT distributions are broader and lower, peaking around 2.5.
- Bottom Left: Distribution of Goal Amount** (Log(Goal) on x-axis, range -5 to 15). The US distribution is the most concentrated and highest, peaking around 8. The GB distribution is also concentrated, peaking around 7. The AT and IT distributions are broader and lower, peaking around 5.
- Bottom Right: Distribution of USD Pledge Amount** (Log(USD Pledge Amount) on x-axis, range 0 to 15). The US distribution is the most concentrated and highest, peaking around 8. The GB distribution is also concentrated, peaking around 7. The AT and IT distributions are broader and lower, peaking around 5.