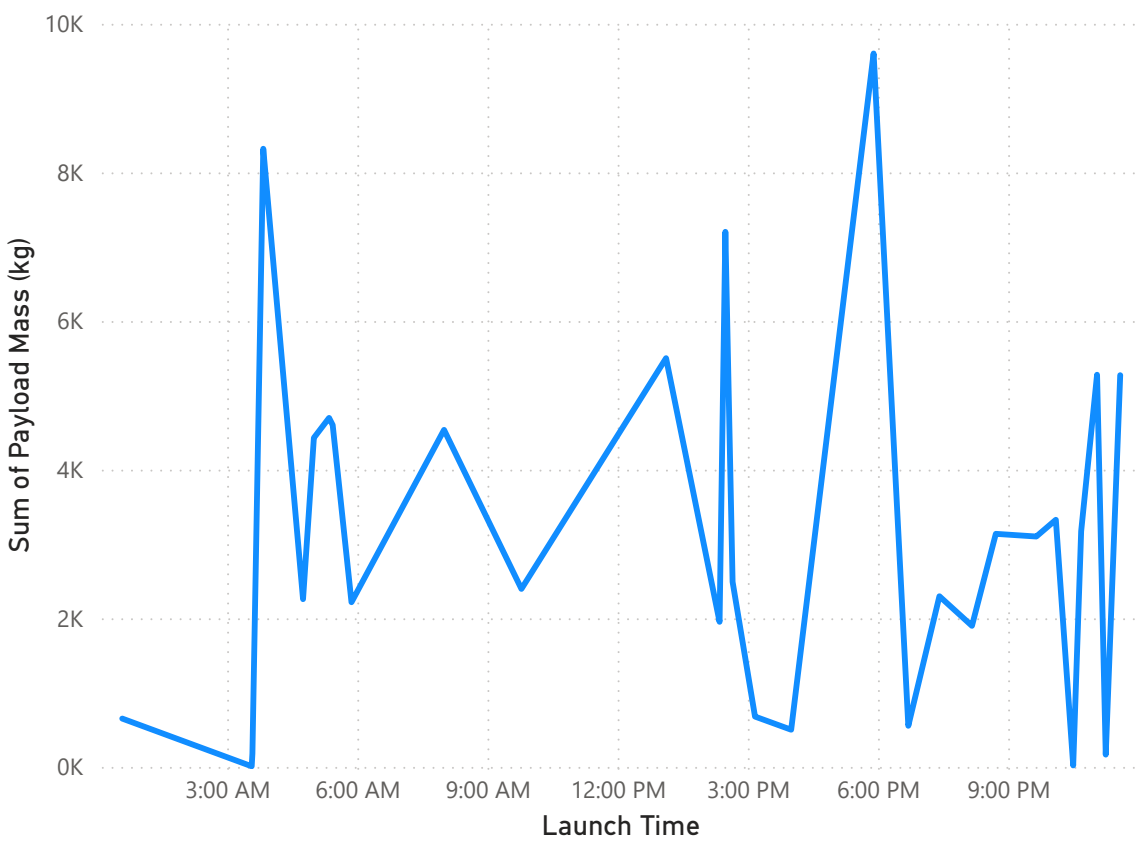


Sum of Payload Mass (kg) by Launch Time

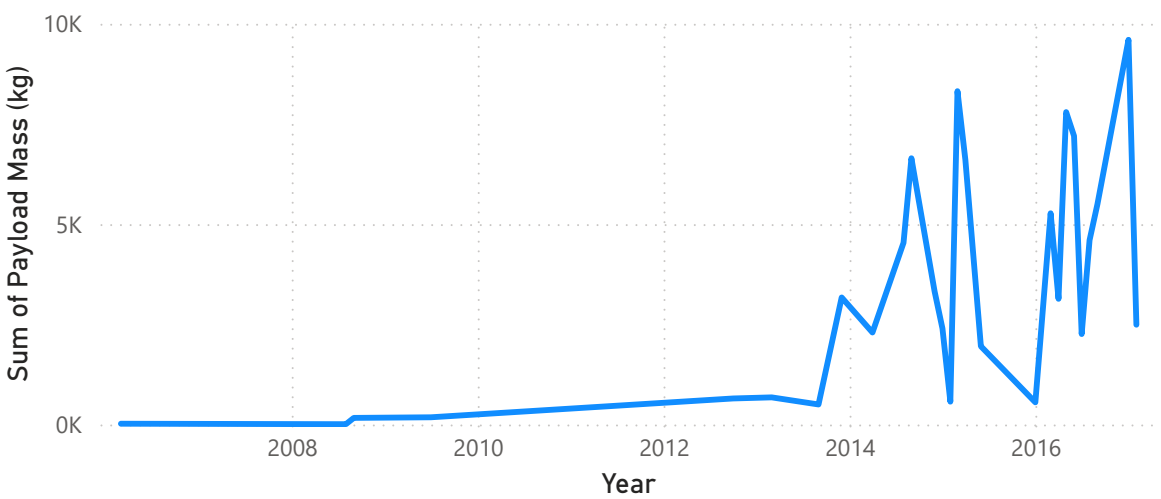


Sum of Payload Mass (kg) trended up, resulting in a 710.92% increase between Sunday, December 31, 1899 and Sunday, December 31, 1899.

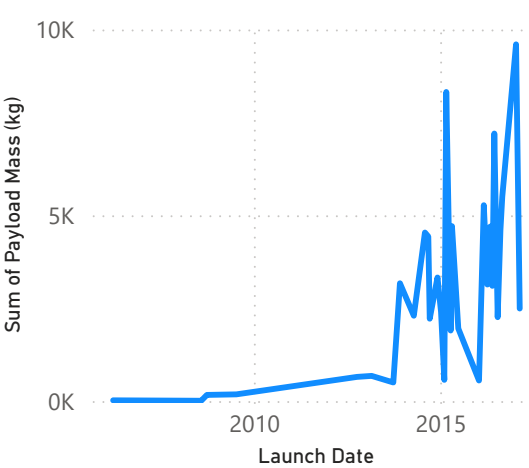
Sum of Payload Mass (kg) started trending down on Sunday, December 31, 1899, falling by 70.16% (388) in 4.55 hours.

Sum of Pavload Mass (kg) dropped from 2490 to 500 during its steepest decline between

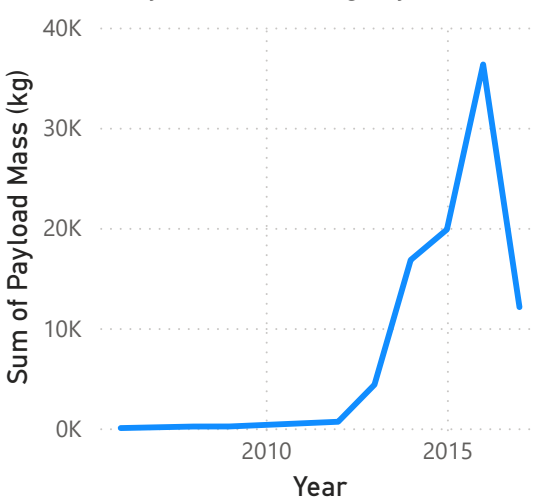
Sum of Payload Mass (kg) by Year and Month



Sum of Payload Mass (kg) by Launch Date

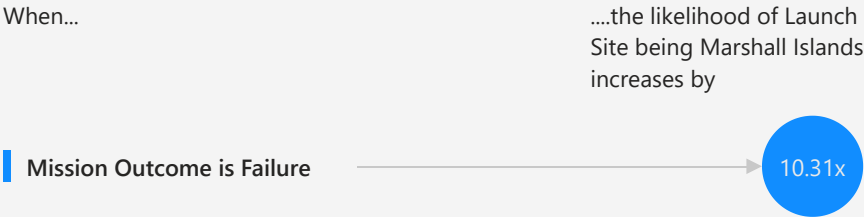


Sum of Payload Mass (kg) by Year

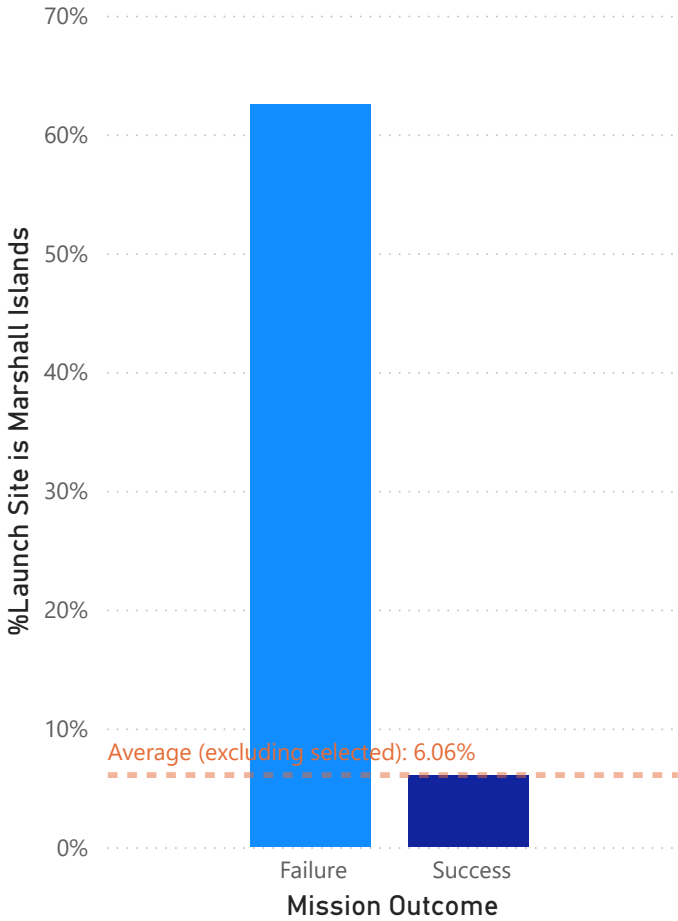


Key influencers   Top segments

What influences Launch Site to be Marshall Islands ?



← Launch Site is more likely to be Marshall Islands when Mission Outcome is Failure than otherwise (on average).



☐ Only show values that are influencers

Year	Quarter	Month	Day	Mission Outcome
2006	Qtr 1	March	24	Failure
2007	Qtr 1	March	21	Failure
2008	Qtr 3	August	3	Failure
2008	Qtr 3	September	28	Success
2009	Qtr 3	July	14	Success
2010	Qtr 2	June	4	Success
2010	Qtr 4	December	8	Success
2012	Qtr 2	May	22	Success
2012	Qtr 4	October	8	Failure
2012	Qtr 4	October	8	Success
2013	Qtr 1	March	1	Success
2013	Qtr 3	September	29	Success
2013	Qtr 4	December	3	Success
2014	Qtr 2	April	18	Success
2014	Qtr 3	July	14	Success
2014	Qtr 3	August	5	Success
2014	Qtr 3	September	7	Success
2014	Qtr 3	September	21	Success
2014	Qtr 4	December	6	Success
2015	Qtr 1	January	10	Success
2015	Qtr 1	February	11	Success
2015	Qtr 1	March	2	Success
2015	Qtr 2	April	14	Success
2015	Qtr 2	April	27	Success
2015	Qtr 2	June	28	Failure
2015	Qtr 4	December	22	Success
2016	Qtr 1	January	17	Success
2016	Qtr 1	March	4	Success
2016	Qtr 2	April	8	Success
2016	Qtr 2	May	6	Success
2016	Qtr 2	May	27	Success
2016	Qtr 2	June	15	Success
2016	Qtr 3	July	18	Success

Key influencers    Top segments

What influences Launch Site to be Cape Canaveral AFS LC-40 ?

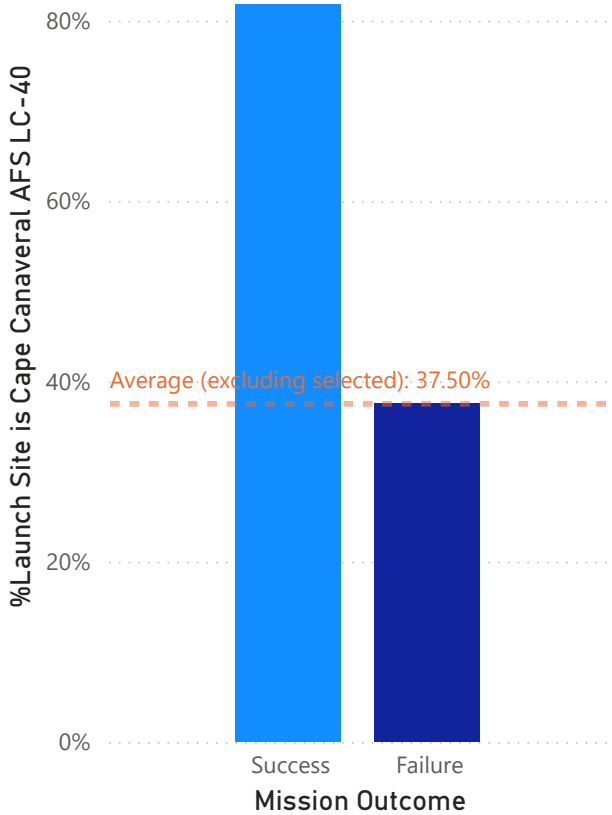
When...

...the likelihood of Launch Site being Cape Canaveral AFS LC-40 increases by

Mission Outcome is Success

2.18x

← Launch Site is more likely to be Cape Canaveral AFS LC-40 when Mission Outcome is Success than otherwise (on average).



☐ Only show values that are influencers

Customer Type	Customer Name	Mission Outcome
		Success
Business	Asia Broadcast Satellite	Success
Business	AsiaSat	Success
Business	Celestis	Failure
Business	Eutelsat (Satmex)	Success
Business	Iridium Communications	Success
Business	MDA Corp	Success
Business	Orbcomm	Failure
Business	Orbcomm	Success
Business	SES	Success
Business	SKY Perfect JSAT Group	Success
Business	Spacecom	Failure
Business	Thaicom	Success
Government	ATSB	Success
Government	DARPA	Failure
Government	NASA	Failure
Government	NASA	Success
Government	NASA; NOAA; CNES	Success
Government	ORS	Failure
Government	Turkmenistan NSA	Success
Government	US Air Force; NASA; NOAA	Success

Business customers have a 25% failure rate compared to the 37.5% failure rate Government customers have during SpaceX launches.

The location of a shuttle launch and customer type have an impact of launch success rate. Launches at Cape Canaveral have a higher success rate as well as launches sponsored by business customers compared to government customers.