**Challenge 1 Conclusions**

**Conclusions -**

The most popular category by far is theater. Theater accounted for over 30% of all projects. The most popular sub-category within theater is plays. The most effective project is one that requires a relatively small funding goal - there were 191 successful projects out of 231 projects in the $1,000 - $4,999 goal range, which is an 83% conversion rate.

**Limitations -**

Goals and funding amounts are in local currency. We should convert so all amounts are in the same category. We are lacking exchange rates so we are unable to do that.

**Additional Graphs -**

A graph of outcomes by staff picks and spotlight would show how success rate is influenced by the project being highlighted or promoted in some way.