**Based on the historical data we have, we can conclude the following**:

* If you want to carry out a campaign in "Canada" we suggest that it be carried out in the technology category, because of the 5 campaigns carried out, 4 have been satisfactory.
* Canada has 100% satisfactory publishing campaigns compared to the United States which has 57%. However, the campaigns created for Canada in publishing are fewer than those created in the United States so, the United States continues having a higher success rate on publishing campaigns and investment in them might be recommended.
* If we are going to invest, it is recommended to invest in the film and video category because it has a 56.7% success rate

**Based on the historical data we have, we can say that:**

* One limitation is that donations are handled in different currency exchange rates.

**Based on the historical data we have, we can:**

* Create a pivot table that allows us to filter the results of successful campaigns for each country in order to evaluate their behaviour in each category.