**Cleaning notes and Plan**

* I need to understand the context - what am I trying to achieve with this analysis?
* Explore the data structure and identify any potential issues.
* 'CustomerID' column seems to have some unusual values.
* I’ll assume that the 'CustomerID' being 0/null indicate guest orders. I’ll create a new column 'GuestOrders' with 1 for guest orders and 0 for customers.
* There are some extreme values in 'Quantity' - Are these bulk orders or data errors?
* Filter out orders with negative 'Quantity' (likely cancellations or returns).
* Filter out orders with negative or zero 'UnitPrice'.
* Create a new column 'TotalSales' by multiplying 'Quantity' and 'UnitPrice'
* Create a new column 'ProfitMargin' (assuming a fixed profit margin for simplicity).
* There might be some interesting insights to be gained by analyzing customer behaviour and segmentation.
* I need to figure out how to handle missing values and outliers - just drop them
* Break down the analysis into smaller tasks.

Exploratory Data Analysis (EDA) Phase:

* The data seems to exhibit seasonality, albeit a bit limited
* There's a significant skew in the distribution of order quantities. This suggests that most orders are for small quantities.
* The 'UnitPrice' and 'Quantity' seem to have some interesting relationships. - scatter on a plot!
* Consider using interactive visualizations like Plotly for more engaging exploration.
* The United Kingdom appears to be the largest market. Way above sales performance in other countries.
* Segment customers based on purchase frequency - Check if there are any significant differences in their behaviour.
* Identify the most profitable products - What and Why?

Perceived Scope

* This project has the potential to reveal valuable insights into customer behaviour, product performance, and market trends, although the time period is limited.
* By carefully analyzing the data and visualizing the findings, I can try to provide actionable recommendations to improve business performance.