Dear XYZ,

I have completed an initial exploratory data analysis on the sample of data provided. Here are my key findings-

* The average order value per customer is $20, which indicates the typical amount spent by customers in the store.
* The highest selling categories are fruits, vegetables, and packaged foods, which suggests that these products are popular among customers and may generate higher revenue for the company.
* In contrast, the lowest selling categories are pets, spices, and herbs, which may indicate that these products are less popular among customers or may require more promotion to increase sales.

However, to address the problem statement diligently,

* We need more rows of data. The current sample is only from 1 store and 1 week worth of data.
* We need to frame the specific problem statement that we want to solve. The current business problem is too broad, we should narrow down the focus in order to deliver a valuable end product.
* We need more features. Based on the problem statement that we move forward with, we need more columns (features) that may help us to understand the outcome that we're solving for.

Best regards,

Rohit Bisht