Here is my proposed plan of action:

1. Initial Data Assessment & Understanding

My first task will be to load the data and perform an initial exploration to understand its structure and identify immediate data quality issues. From a quick glance at the sample, I can already see some common problems we need to fix:

* **Missing Values:** Empty cells (e.g., Item, Payment Method, Location).
* **Placeholder Errors:** Values like "ERROR" and "UNKNOWN" in various columns.
* **Data Type Inconsistencies:** Numeric fields (Quantity, Price Per Unit, Total Spent) containing text errors, and dates that are invalid.
* **Validation:** Ensuring Total Spent is mathematically consistent with Quantity \* Price Per Unit.

2. Data Cleaning (The "Dirty" in the filename)

I will create a cleaned version of the dataset. This will involve:

* Replacing "ERROR", "UNKNOWN", and blank cells with standard NaN (null) values for proper handling.
* Correcting or imputing missing values where possible and logical (e.g., we might not be able to guess a missing Item, but we can sometimes calculate a missing Total Spent).
* Standardizing the categories in Payment Method and Location.
* Fixing invalid Transaction Date values.
* Validating and recalculating the Total Spent column.

3. Exploratory Data Analysis (EDA)

Once the data is clean, I can perform analysis to answer key business questions. I will focus on providing you with clear visualizations and summaries.

**Could you please clarify which of the following aspects are most important to you?** This will help me prioritize my analysis.

* **Sales Performance:**
  + What are the best-selling items?
  + What is the total revenue and average transaction value? (tanya berapa standar dari revenue dan avg transaksi yg d inginkan client)
  + How are sales trending over time (daily, monthly)?
* **Customer Behavior:**
  + What is the preferred payment method?
  + Do customers prefer eating In-store or Takeaway?
  + What does the distribution of order quantities look like?
* **Operational Insights:**
  + Are there specific items that frequently have data issues (hinting at a point-of-sale problem)?
  + How does sales distribution look across different locations? (Though Location seems to only have two values).

4. Delivery

I will deliver a clear report or a simple dashboard (e.g., in Excel or Google Sheets with charts) that summarizes:

1. **Data Quality Report:** What issues were found and how they were resolved.
2. **Key Findings:** Answers to the business questions you care about most, supported by charts and graphs.
3. **Recommendations:** Data-driven suggestions for improving sales, operations, or data collection processes.

**My first task will be to thoroughly clean this dataset.** I will get started on that immediately while I await your feedback on the key areas of focus for the analysis.

I am eager to dive in and help you gain valuable insights from your cafe sales data. Please let me know your priority questions.

Best regards,  
Fitrah Rahmi Putri