Business Insights  
  
There have been a total of **64,024** pallet transactions between **1 Jan 2019 and 23 Aug 2023**, with an average of **232** transactions per day.

* There are more **allotment** transactions (**35,848**) than **return** transactions (**28,176**), which suggests that *there is a net increase in the number of pallets in circulation*.
* The mean and median **allotment** quantities are **higher** **than** the mean and median **return** quantities, which suggests that *allotments are generally larger than returns*.
* The variance and standard deviation of **allotment** quantities are also **higher** **than** the variance and standard deviation of return quantities, which suggests that *allotment quantities are more variable than return quantities*.
* The skewness of **allotment** quantities is **positive**, while the skewness of **return** quantities is **negative**. This suggests that *the distribution of allotment quantities is skewed to the right*, while *the distribution of return quantities is skewed to the left*.
* The kurtosis of **allotment** quantities is **positive**, while the kurtosis of **return** quantities is **negative**. This suggests that *the distribution of allotment quantities has a heavier tail than the distribution of return quantities*.
* **Customer 12** has ordered the most pallets (373368), while **Customer 11** has returned the most pallets (352006). This information can be used to target marketing and sales efforts, and to prioritize customer service and support.
* The pallet table can be used to assess the efficiency of different warehouses by comparing the number of allotment and return transactions processed per day. This information can be used to identify areas for improvement, and to allocate resources more effectively.

WHName 1009 is busiest for both allotments and returns while WHName 1017 and WHName 1057 are least busy for allotments and returns respectively.

Overall, the pallet table suggests that there is a high degree of concentration in terms of customers, products, and warehouses. There are more allotment transactions than return transactions, and allotments are generally larger than returns. Allotment quantities are also more variable than return quantities.

hence, the pallet table is a valuable resource that can be used to gain insights into a variety of business processes.