Dear [Recipient]

I have performed the EDA on the dataset from the Data Engineering team. I have gathered descriptive statistics on the Dataframe provided and created visualizations to gain insights.

* Fruit is the category that has the most sales, followed by vegetables. The category with the least is spices and herbs, and pets.
* There are 4 types of memberships, and non-members are the most frequent buyers.  
  + Standard (1595 members)
  + Basic (1526 members)
  + Gold (1517 members)
  + Premium (1590 members)
  + Non-members (1601 members)
* Cash is the most used payment type.
* The most common hour for costumers to purchase is 11 am.

Based on the exploratory data analysis, here are my suggestions on what we should ask the client to provide.

* Geographical information: store location and customer location for regional analysis.
* Information on the different memberships, see if there is a way to reduce them in order to gather less types of costumer.
* We need more data; we cannot test a model based on the information from a single week.

Best regards,

Alex Aguilera