

InsightSphere Report

The dataset contains 11 missing values.

'Postal Code' has the highest average value (55273.32).

In 'Order ID', 'CA-2018-100111' is the dominant category.

Target 'CA-2018-100111' in campaigns or balance categories if needed.

Handle missing values using imputation or removal before analysis.

Investigate 'Postal Code' further — it may be a performance driver.