Resumo dos insights: - As vendas (Sales) presentam a distribuiço concentrada, com alguns outliers de altos. - A segmentaço de clientes via K-Means (K=3) hai clusters with distinct perfis: 1. High value (frequentes frequentes and high gasto). 2. Intermediários. 3. Low-end clients. - A análise shows that high-value discounts may reduzir significantly the lucro. Based on these data, elabore a clear, formal and detailed report, focused on business opportunities and advice.