Based on the summary findings from your analysis, here are some recommendations for business:

Optimize Stock Levels: Focus on stocking up more on the top-selling products to ensure availability and meet customer demand effectively. This includes kitchen, dairy products, meat, seafood, and medicine, which are the highest-selling categories by total sales.

Pricing Strategy: Consider adjusting the pricing strategy for certain categories. For example, seafood, medicine, and kitchen products have higher average unit prices, indicating potential opportunities for increasing profit margins in these categories.

Customer Engagement: Tailor marketing campaigns and promotions to different customer segments based on their purchasing behaviour. For instance, premium customers tend to make slightly larger purchases, suggesting that targeted promotions for this segment could be effective in driving sales.

Day-Specific Promotions: Leverage insights on average total sales across different days of the week to plan day-specific promotions or discounts. For instance, Monday shows higher average total sales across all customer types, indicating that promotions on this day might yield better results.

Focus on Seafood: Given that seafood has the highest average quantity sold per transaction, consider expanding the seafood product line or introducing special promotions to further capitalize on this high-demand category.

Supplier Relationships: Strengthen relationships with suppliers for top-selling products to ensure consistent availability and timely delivery, especially for perishable items like seafood and meat.

Data-Driven Decision Making: Continuously monitor sales data and customer trends to make informed decisions regarding inventory management, pricing, and promotional strategies.