# **SQL Amazon Store Analysis**

* Conducted a comprehensive SQL-driven sales analysis on transactional data, engineering new features like (time-of-day, product performance indicators) to enable granular insights into sales patterns.
* Identified top-performing product lines by revenue and gross profit and pinpointed underperforming categories, providing data-backed insights for strategic resource allocation and product optimization.
* Uncovered critical hourly and monthly sales trends, including peak performance times for specific product lines, to inform targeted marketing campaigns and operational efficiencies.
* Analyzed customer behavior by type and gender, revealing key purchase preferences and highlighting segments for enhanced engagement and personalized marketing strategies.