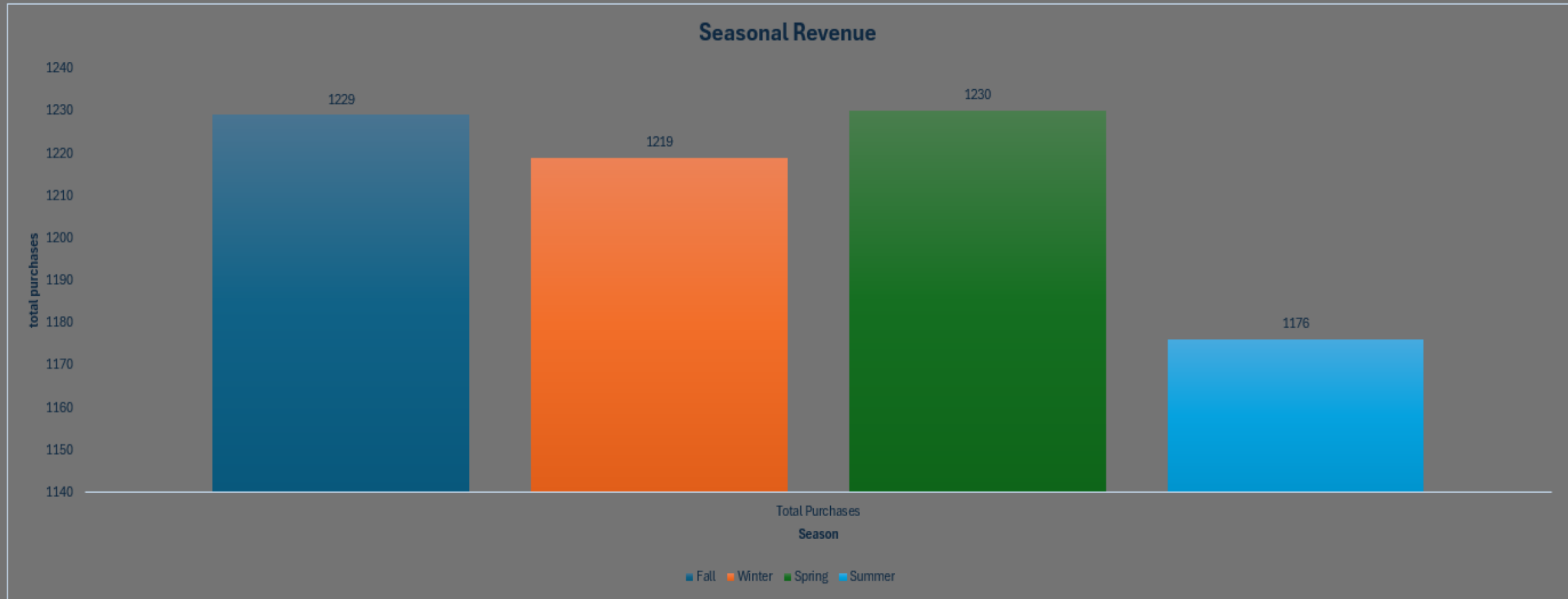


# Shopping Trends & Customer Behavior Analysis Using SQL



VISUAL INSIGHTS FROM SQL  
QUERIES TO DRIVE  
MARKETING, SALES, AND  
OPERATIONAL STRATEGY

# Which seasons generate the most purchases?



# Do discounts and promo codes increase purchases?



# Which shipping type is preferred by high-value customers?



# What payment methods are most common among the frequent shoppers?

