how can i improve query performance?

Improving query performance involves several strategies. Here are some tips:

1. **Optimize Queries**:
   * Ensure your queries are well-structured and use appropriate indexes.
   * Avoid using SELECT \* – only retrieve necessary columns.
   * Use parameterized queries to prevent SQL injection.
2. **Indexing**:
   * Index columns used in WHERE, JOIN, and ORDER BY clauses.
   * Regularly analyze index usage and remove unnecessary ones.
3. **Database Design**:
   * Normalize your database schema to reduce redundancy.
   * Denormalize for read-heavy workloads.
4. **Hardware and Resources**:
   * Use an appropriately sized Azure SQL Database SKU.
   * Monitor resource utilization (CPU, memory, I/O).
5. **Caching**:
   * Implement caching (e.g., Redis) for frequently accessed data