DATA SCIENCE PROJECT

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Introduction

Greetings,
My name is Vinayak Tambe, and I'm currently in the final year of my degree program in data science and analytics. I'll be presenting three projects I've been working on, which showcase different applications of data analysis techniques.

Data science and analytics involve extracting insights and making data-driven decisions from large, complex datasets. These skills are invaluable across industries for driving innovation and optimizing processes.

The projects I'll cover are:
- Analyzing Amazon Sales Data
- Heart Disease Diagnostic Analysis
- FIFA World Cup Analysis

ANALYZING AMAZON SALES DATA

Introduction

Amazon is a multinational technology company that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

With intense competition and the need for efficient distribution methods, sales management has become crucial for reducing costs and boosting profits.

This Amazon Sales Data analysis project aims to provide insights into optimizing sales management strategies. By leveraging data-driven approaches, we can identify opportunities to streamline processes, enhance distribution channels, and ultimately drive business growth.

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KPIs

- Total Revenue by Month

- Average Revenue

- Sum of Total Profit

- Average Units Sold

Analysis Made

Here are some key points and thoughts;

Revenue Growth; Amazons earnings have been steadily rising over time with North America and Europe playing roles in driving this growth. This increase mirrors the companys expanding customer base and global market presence.
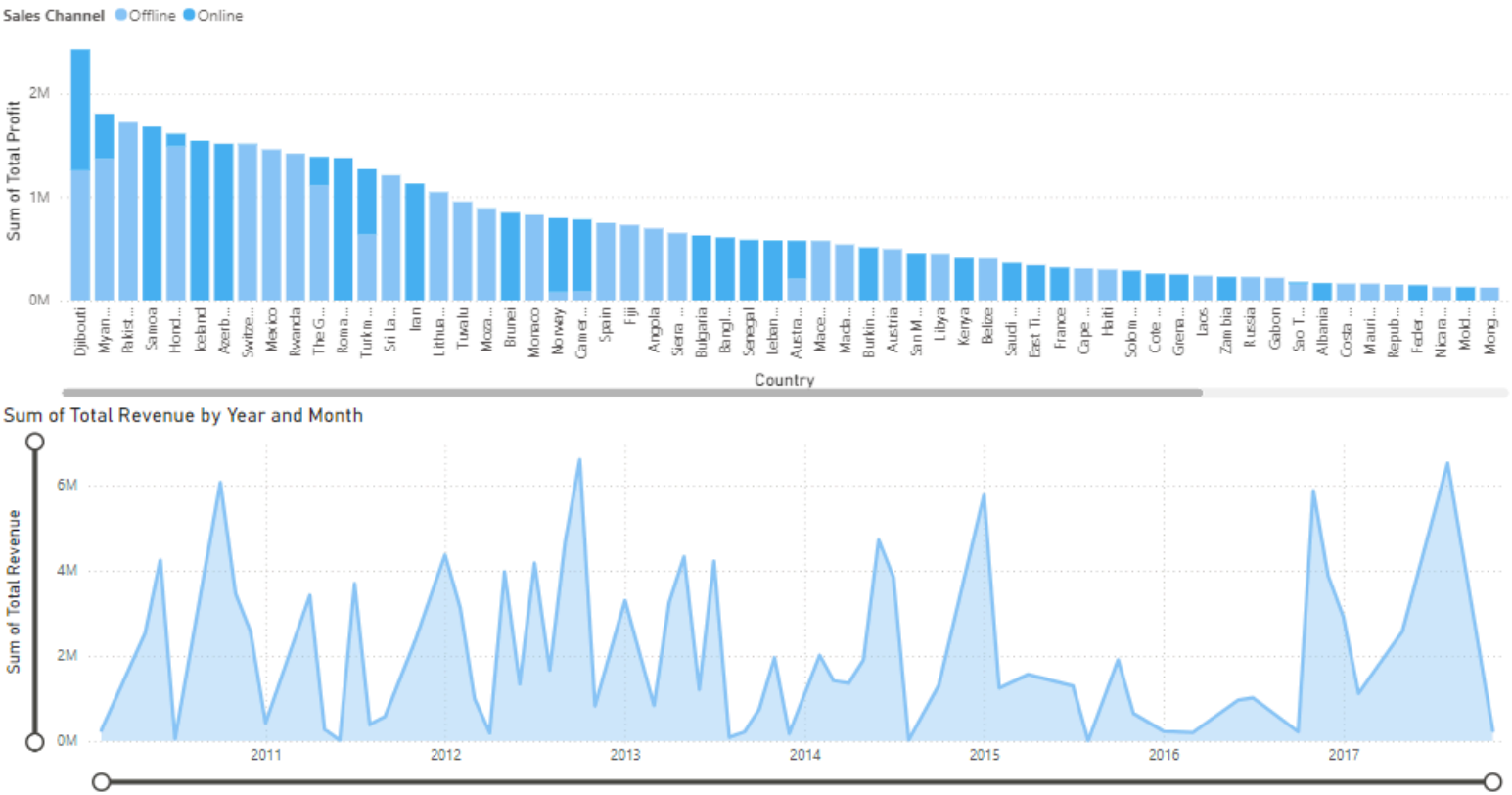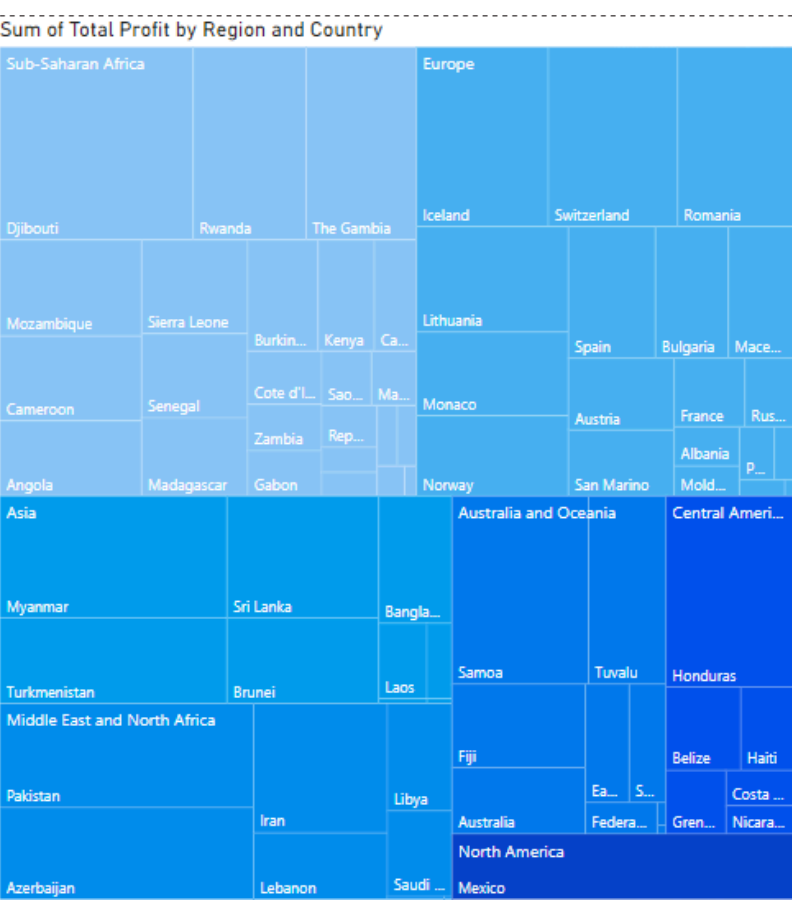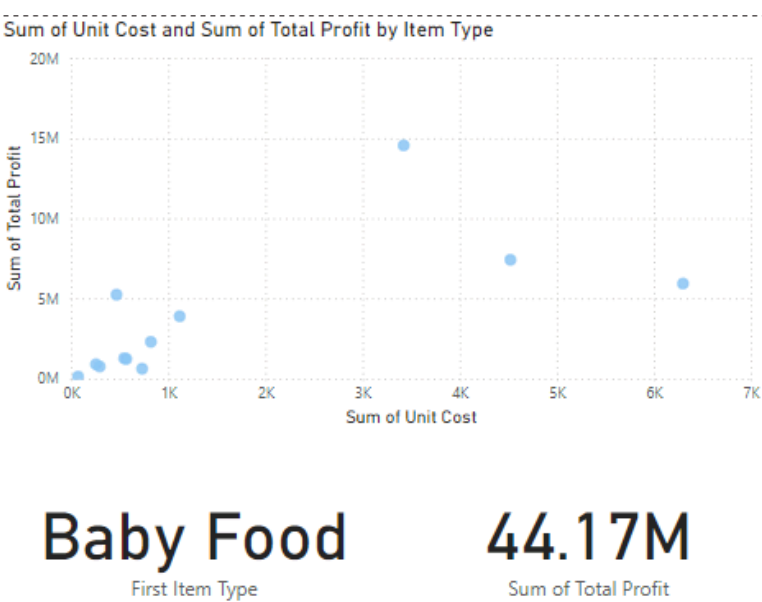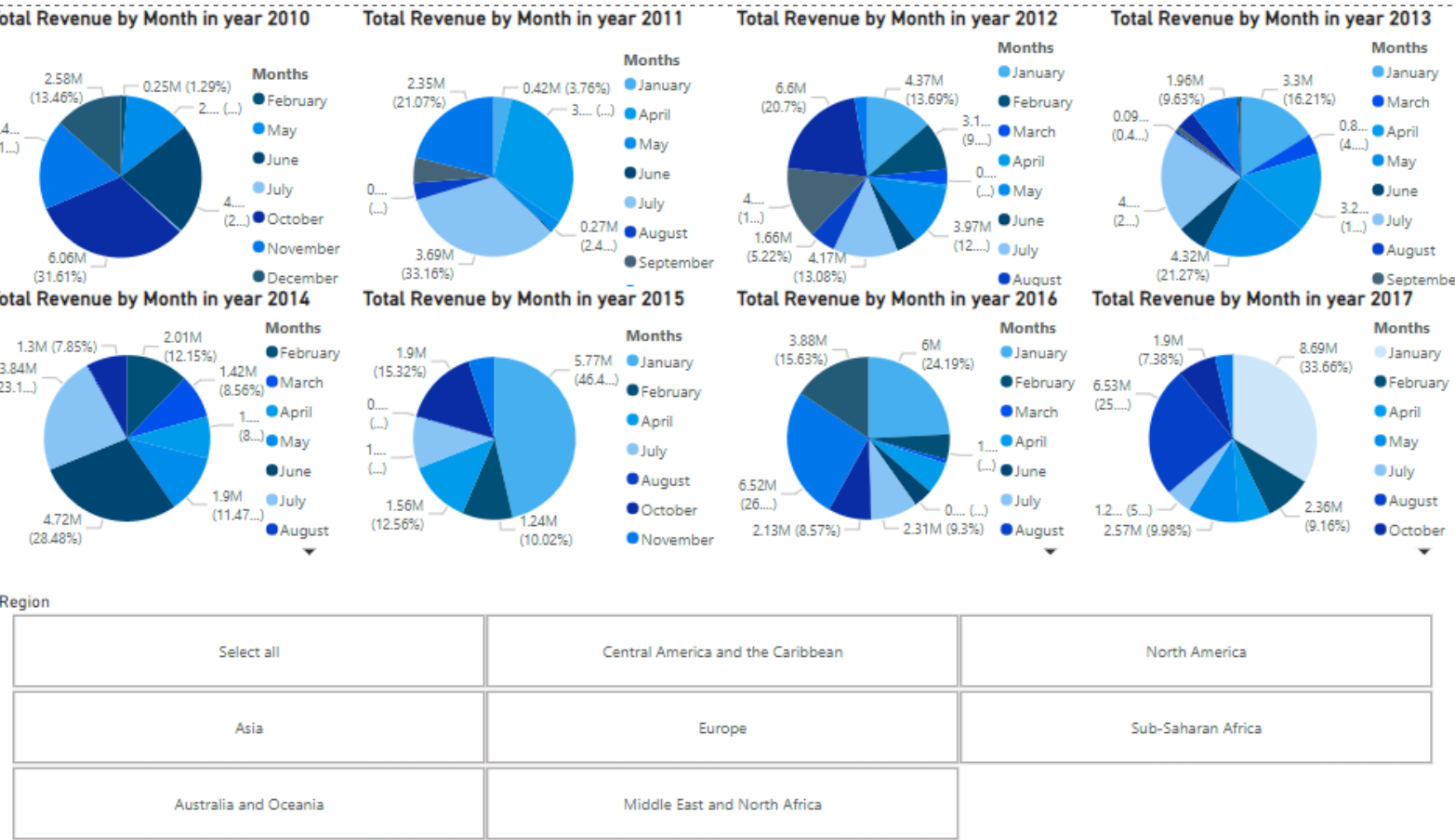
Seasonal Trends; The revenue data shows patterns throughout the year particularly peaking during months, like November and December due to holiday shopping festivities such as Black Friday and Cyber Monday.

Online versus Offline Sales; The data underscores the impact of sales on Amazons overall revenue stream. While certain product categories still see sales the majority of Amazons revenue comes from its online platform showcasing the increasing dominance of e commerce.

Performance by Product Category; Analyzing sales data offers insights into how different product categoriesre performing. Categories like cosmetics, household items and office supplies appear to be performers indicating areas for expansion or targeted marketing efforts.

Profitability; Despite revenue numbers profit margins seem modest. This suggests a continual focus, on efficiency and cost saving strategies is crucial to enhance profitability.

Mock-up Dashboard

MY DESIGN