

A REPORT
ON

AMAZON SALES DATA ANALYSIS

Submitted by,

S PRIYANKA - 20211CSE0694

Under the guidance of,

Mr. Tamilselvan Thangavel

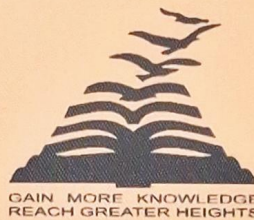
in partial fulfillment for the award of the degree of

BACHELOR OF TECHNOLOGY

IN

COMPUTER SCIENCE AND ENGINEERING

At



PRESIDENCY UNIVERSITY

BENGALURU

MAY 2025

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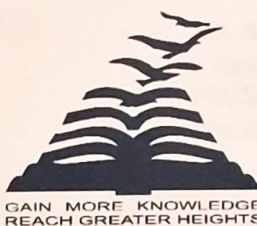
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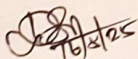
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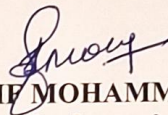
PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

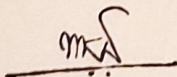
This is to certify that the Internship report “Amazon Sales Data Analysis” being submitted by “S Priyanka” bearing roll number “20211CSE0694” in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a bonafide work carried out under my supervision.



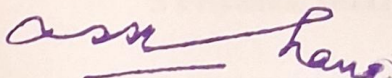
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Associate Professor & HOD
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Dr. SAMEERUDDIN KHAN
Pro-Vice Chancellor Engineering
Dean –PSCS / PSIS
Presidency University

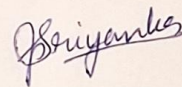
PRESIDENCY UNIVERSITY

PRESIDENCY SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

DECLARATION

I hereby declare that the work, which is being presented in the report entitled “**Amazon Sales Data Analysis**” in partial fulfillment for the award of Degree of **Bachelor of Technology in Computer Science and Engineering**, is a record of my own investigations carried under the guidance of **Mr.Tamilselvan Thangavel**, **Assistant Professor, Presidency School of Computer Science and Engineering, Presidency University, Bengaluru.**

I have not submitted the matter presented in this report anywhere for the award of any other Degree.



S Priyanka, 20211CSE0694

INTERNSHIP COMPLETION CERTIFICATE



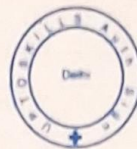
CERTIFICATE

OF APPRECIATION

Proudly presented to :

S Priyanka

In recognition of her hard work and dedication in completing the internship as a **Data analytics intern** from 26/01/2025 to 26/04/2025 at UptoSkills Company.



A handwritten signature in blue ink, appearing to read 'Shivam Agrawal'.

Shivam Agrawal
Mentor

This certificate can be verified at hr@uptoskills.com

ABSTRACT

In the evolving landscape of data-driven decision-making, e-commerce companies like Amazon are prime examples of how analytics can transform traditional business practices into dynamic, insight-led strategies. With massive volumes of transactional data generated daily, businesses are increasingly reliant on skilled data analysts who can translate raw data into strategic insights. This project report documents the comprehensive analysis of Amazon sales data, developed as an advanced internship project during a Data Analyst internship at UptoSkills.

The internship spanned a total of 3 months. In the first phase (1.5 months), we focused on data collection from multiple sources, primarily related to corporate organizations and colleges across Indian cities. We organized the collected data in Microsoft Excel, performing cleaning, filtering, formatting, and preliminary trend analysis using pivot tables, charts, and formulas. This phase honed foundational data handling skills and built the base for transitioning into data visualization and storytelling.

In the second half of the internship, we migrated to Power BI, where we imported datasets, modeled data relationships, and created dashboards. Here, I developed visual dashboards that enabled stakeholders to understand complex data summaries at a glance—covering performance metrics, comparisons between city-wise engagement, and participation trends. This phase culminated in a capstone-level assignment: a complete analysis and dashboard for Amazon Sales Data.

The Amazon Sales Data Analysis project was designed to simulate real-world e-commerce data scenarios. The dataset included customer IDs, product types, item categories, geographic regions, dates of order and shipment, units sold, unit prices, costs, and profits. The goal was to process the data using Python for analysis and Power BI for dashboarding, delivering a project that reflects actual business intelligence workflows.

By merging scripting analysis with modern BI tools, this project mirrors professional analytics workflows used in industry settings. The project not only validated my learning across Python, Excel, and Power BI but also offered a real-world showcase of how data analysis supports business strategy in the e-commerce sector.

ACKNOWLEDGEMENTS

First of all, we indebted to the **GOD ALMIGHTY** for giving me an opportunity to excel in our efforts to complete this project on time.

We express our sincere thanks to our respected dean **Dr. Md. Sameeruddin Khan**, Pro-VC - Engineering and Dean, Presidency School of Computer Science and Engineering & Presidency School of Information Science, Presidency University for getting us permission to undergo the project.

We express our heartfelt gratitude to our beloved Associate Dean **Dr. Mydhili Nair**, Presidency School of Computer Science and Engineering, Presidency University, and **Dr. Asif Mohammed**, Head of the Department, Presidency School of Computer Science and Engineering, Presidency University, for rendering timely help in completing this project successfully.

We are greatly indebted to our guide **Mr. Tamilselvan Thangavel**, Assistant Professor and Reviewer **Dr. Ranjitha**, Assistant Professor, Presidency School of Computer Science and Engineering, Presidency University for their inspirational guidance, and valuable suggestions and for providing us a chance to express our technical capabilities in every respect for the completion of the internship work.

We would like to convey our gratitude and heartfelt thanks to the CSE7301 Internship/ University Project Coordinator **Mr. Md Ziaur Rahman** and **Dr. Sampath A K**, department Project Co-ordinator **Dr. Jayanthi Kamalasekaran** and and Git hub coordinator **Mr. Muthuraj**.

We thank our family and friends for the strong support and inspiration they have provided us in bringing out this project.

S Priyanka