

**A
Seminar Report
on
Analysing Amazon Sales Data
&
Data Visualization of Bird Strikes between 2000 – 2011**

**Under the company “Unified Mentor”
submitted for partial fulfilment of the requirement for the award
of
BACHELOR OF TECHNOLOGY
in
COMPUTER SCIENCE & ENGINEERING**

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BILASPUR, CHHATTISGARH

2024

INTERNSHIP COMPLETION CERTIFICATE

Issued Date: 15-07-2024

CIN No- U85500HR2023PTC115118

CERTIFICATE OF INTERNSHIP



UNIFIED MENTOR
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Aditya Kumar Sahu

**For successfully completing one month internship as Data Analyst Intern
at Unified Mentor Pvt Ltd. Dated from 15-06-2024 to 15-07-2024**

**During the internship we found him/her consistent & hard-working. We
wish them all the best for their future endeavors.**

Paras Grover

Paras Grover
Director



Sanket Patil

Sanket Patil
Awarded By

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INTRODUCTION

In the modern data-driven world, businesses are increasingly relying on data analytics to gain insights, make informed decisions, and maintain a competitive edge. The ability to analyse vast amounts of data and extract meaningful information has become a critical skill in numerous industries. During my summer internship at Unified Mentor, I had the opportunity to work on two impactful projects that leveraged data science techniques to address real-world challenges in the e-commerce and transportation sectors.

The first project, titled "Analysing Amazon Sales Data," focused on examining extensive datasets to uncover sales trends and key metrics in the e-commerce domain. With the rise of online shopping and the proliferation of digital marketplaces, managing and interpreting sales data has become essential for businesses looking to optimize their operations and increase profitability. This project involved performing Extract, Transform, Load (ETL) processes on Amazon sales data, followed by an in-depth analysis to identify month-wise, year-wise, and yearly-month-wise trends. By applying advanced data science tools and techniques, the project aimed to provide actionable insights that could help businesses better understand consumer behaviour, improve sales strategies, and ultimately boost revenue.

The second project, titled "Data Visualization of Bird Strikes between 2000 – 2011," was centered around the transportation sector, particularly in aviation safety. Bird strikes pose a significant threat to aircraft safety, and understanding the patterns and impact of these incidents is crucial for developing preventive measures. This project involved visualizing data collected by the Federal Aviation Administration (FAA) over an 11-year period, focusing on the frequency, timing, and consequences of bird strikes on various airlines and airports. Through sophisticated data visualization techniques, the project sought to provide clear, easily interpretable insights that could guide policymakers and aviation professionals in enhancing safety protocols and reducing the risks associated with bird strikes.

Throughout this report, I will delve into the details of these projects, discussing the methodologies employed, the challenges faced, the tools used, and the outcomes achieved. This report aims to not only showcase the technical skills and knowledge gained during the internship but also to highlight the real-world applications of data science in solving complex business problems.