Myntra

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Team Name   : Cookie Bytes

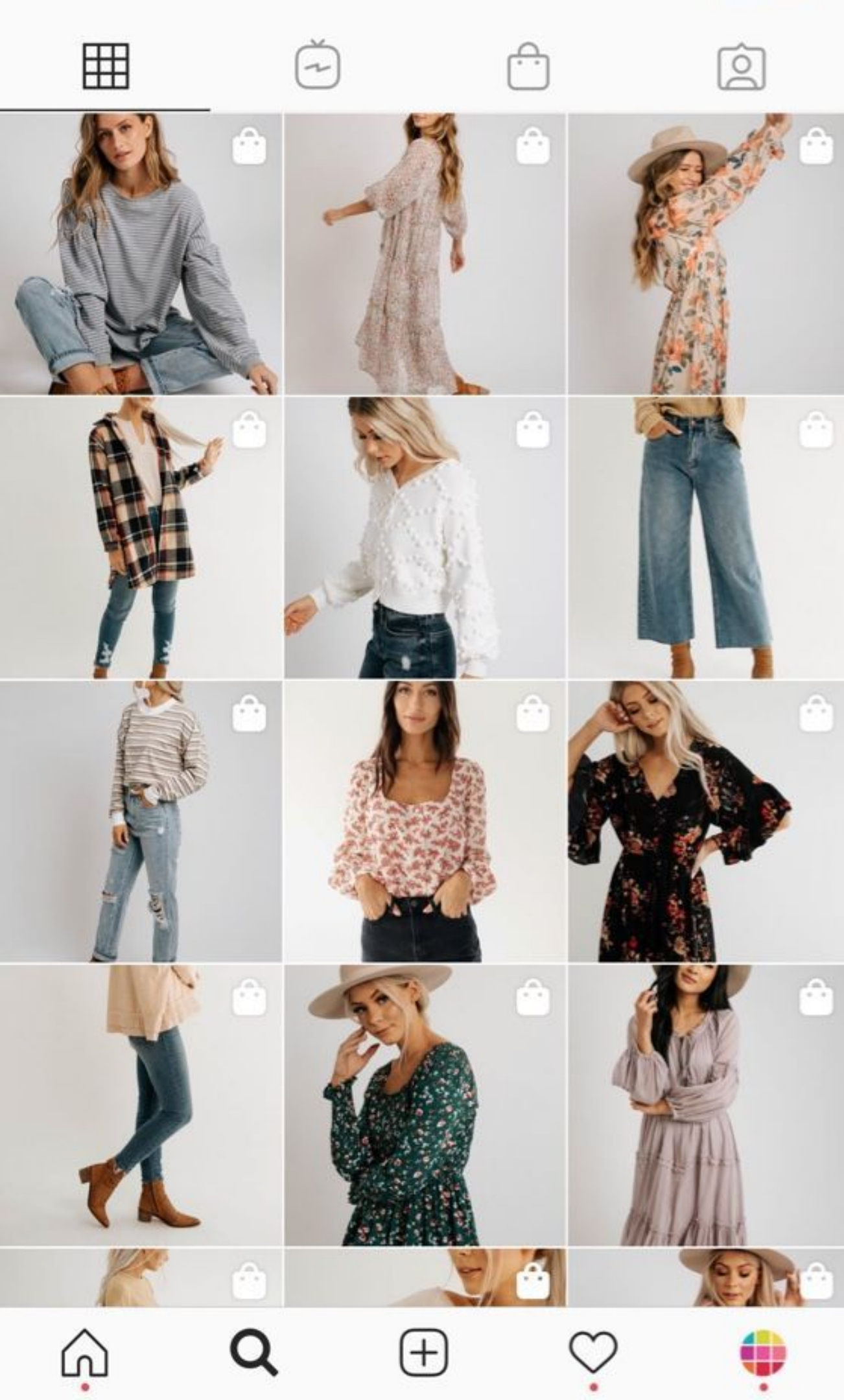Team Details : Sumiran Verma

Aarushi Kumar

Shiksha Nayan

Social Shopping Integration

Integrate social media functionalities to create an interactive shopping experience that resonates with fast fashion enthusiasts, positioning Myntra as the go-to destination, driving customer growth and conversion.

See-It-But-Can't-Find-It ??

Problem

Gen Z thrives on the latest trends, but translating Instagram inspiration into reality often hits a dead end. Endless website searches and frustration reign supreme. With Myntra's style discovery engine that struggle ends here!

Solution

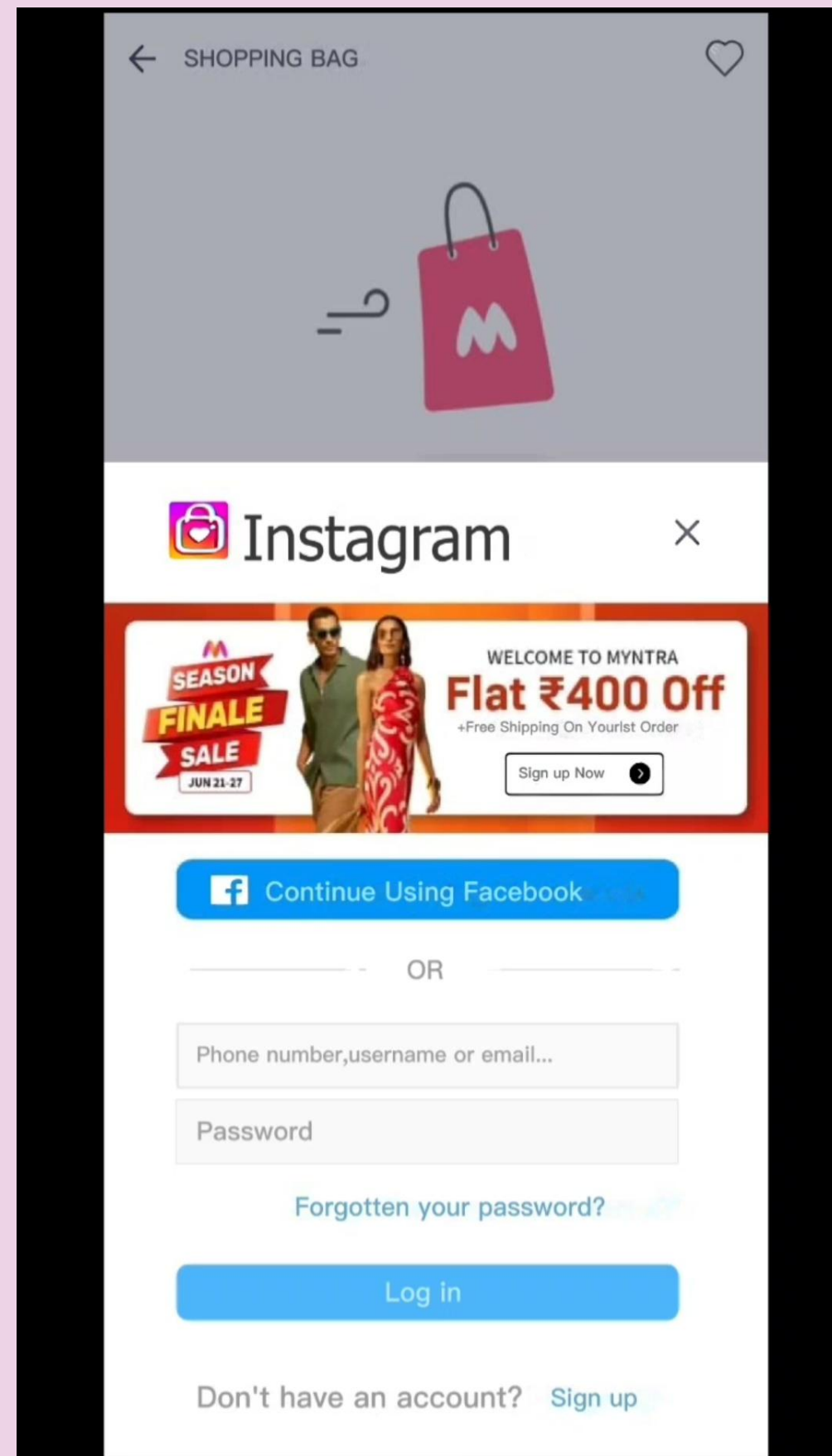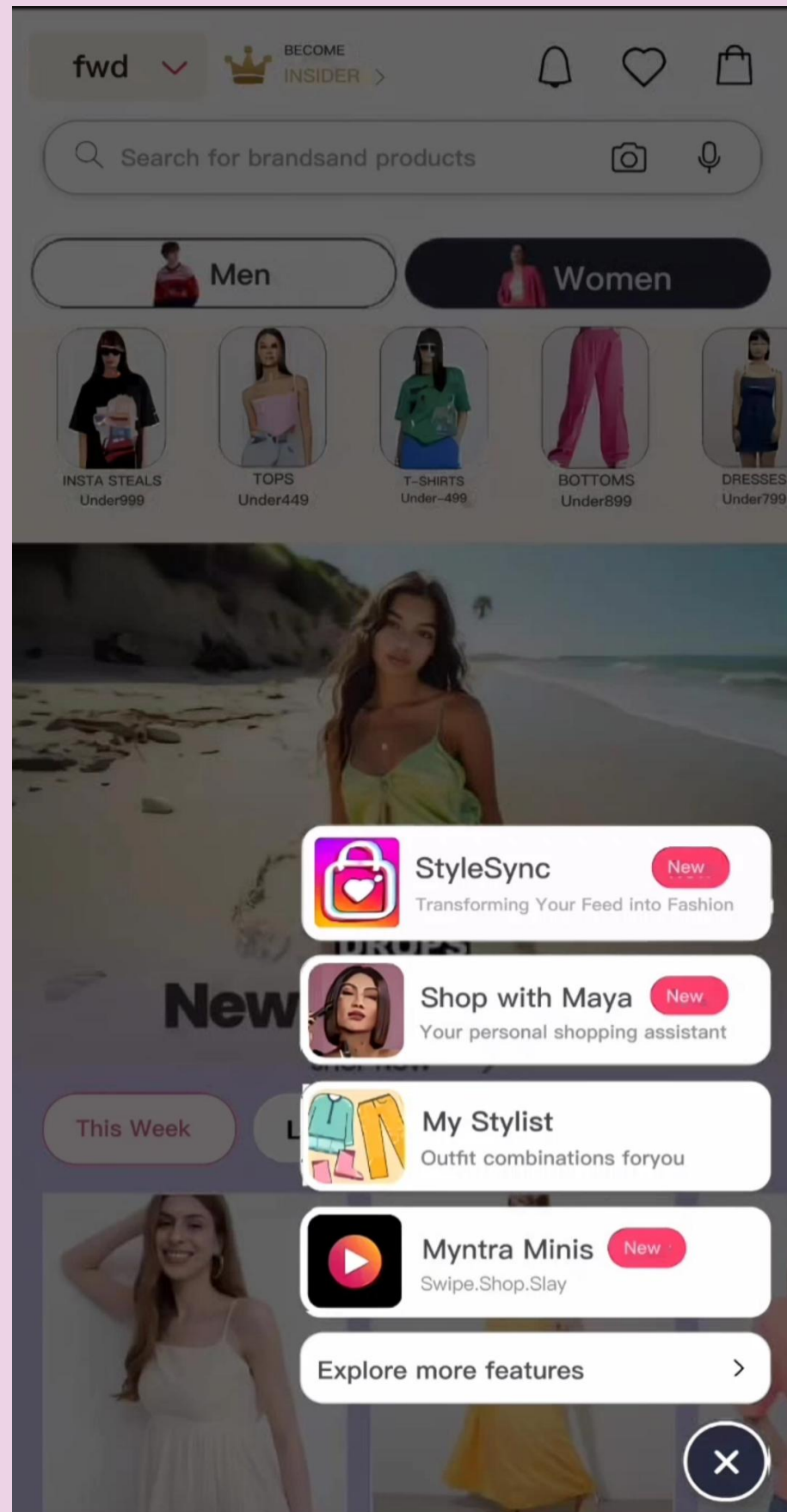## Myntra StyleSync : Capitalizing on Gen Z's Instagram Obsession

Almost 67% of GenZ use Instagram to discover trends and get recommendations from influencers. Our solution, "StyleSync" bridges the gap between simply seeing a trend and actually buying it. With "StyleSync," you can stay on top of the latest trends and easily locate them to purchase.

We're all about checking out the latest outfits from popular influencers on Instagram. We take a close look at what they're wearing and figure out the key clothing items they're rocking. Our recommendation engine uses all that data to suggest similar or even identical items that you can find right on the Myntra app.
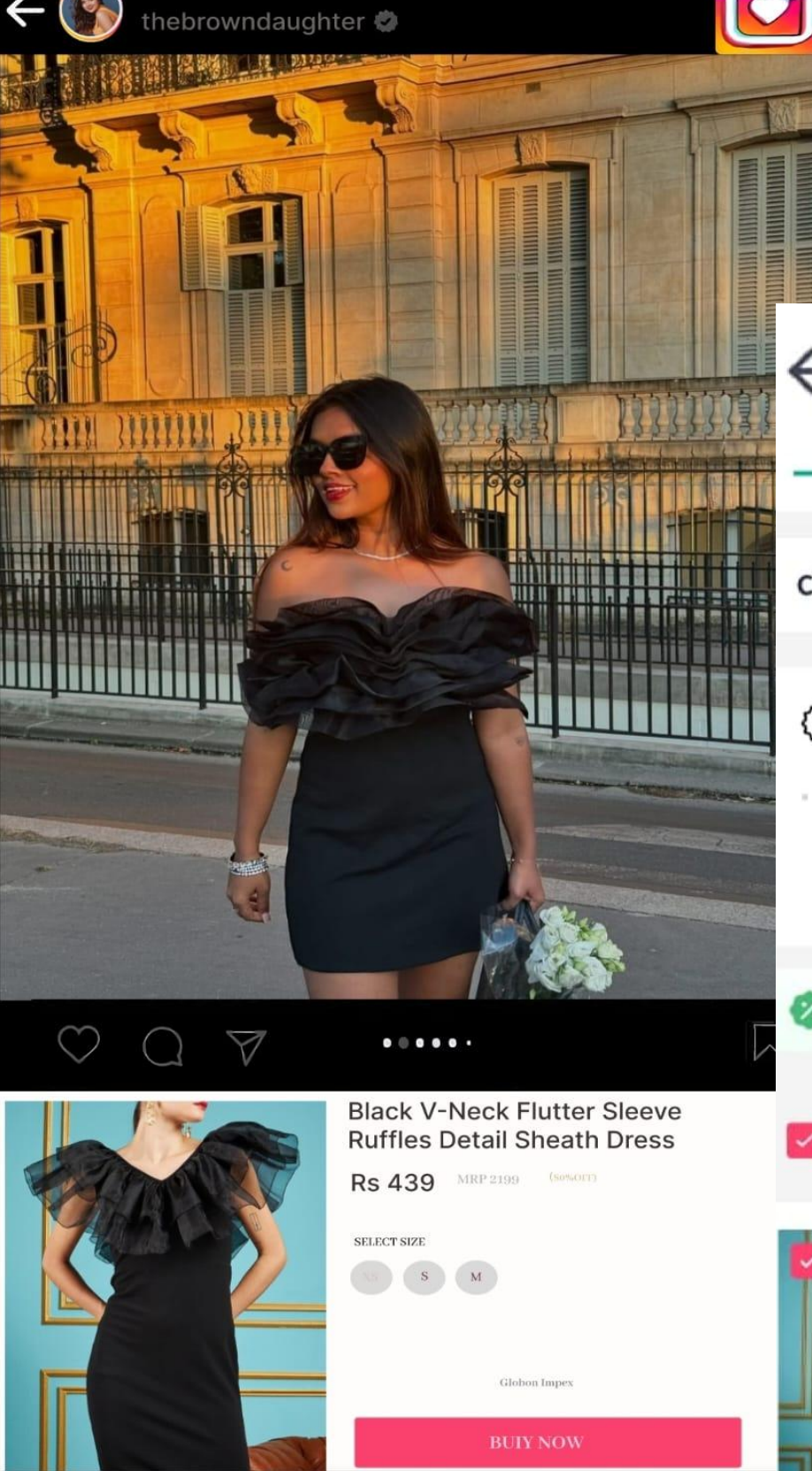
Here is a glimpse of our Idea !

Prototype link: https://shorturl.at/qAHXb

This project aims to help Myntra users discover trending fashion items. Here's the gist:

1. **Scrape Instagram Data**: Extract images from Instagram profiles of fashion influencers.

2. **Analyze Fashion Items**: Use TensorFlow to identify clothing items in the images.

3. **Match Products on Myntra**: Find similar products on Myntra by scraping product details or using the Myntra API.

4. **Display Matching Products**: Connect identified clothing items from Instagram with similar or identical products available on Myntra.

Tech Stack used:

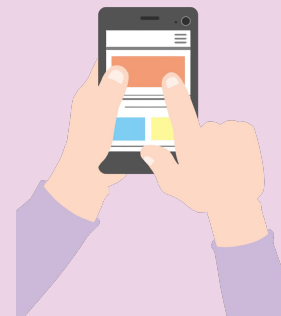| Functionality	Tools Used
Instagram Feed Scraping	Python, Jupyter Notebook, Selenium
Identification and Feature Extraction	TensorFlow, R-CNN
Product Matching on Myntra	API, Node.js
Data Storage and Management	Pandas, CSV

Benefits

Traffic Magnet: Attract trend-obsessed Gen Z users. Become the go-to platform for influencer fashion and watch traffic soar!

Fashion Foresight: Gain valuable insights on user preferences and trending styles. Curate the perfect product mix to keep customers hooked.

Effortless Trendsetter: Ditch endless scrolling & discover similar styles instantly in-app. See it, love it, buy it - all on Myntra.

Shopping Made Simple: No more hunting for specific styles across different websites. Our system filters Myntra products based on trends and item details, streamlining your shopping experience.