# Myntra Sales and Customer Behavior Analysis

## 1. Objective:

To analyze customer purchase behavior, top-selling product categories, and performance across cities using Myntra’s sales data. The goal was to derive actionable insights for optimizing marketing and inventory strategies.

## 2. Problem Statement:

Myntra, a major e-commerce fashion platform, needed to better understand customer trends and product performance to boost conversions and customer satisfaction. Key challenges included identifying revenue-driving categories, city-wise preferences, and high-performing sellers.

## 3. Data Description:

The dataset included:  
- 10,000+ purchase records  
- Product categories, sellers, city-wise data  
- Ratings, prices, and discount information

## 4. Tools and Technologies Used:

Microsoft Excel

## 5. Approach:

- Cleaned and transformed raw Excel data to ensure consistency and accuracy.  
- Performed category-wise and city-wise segmentation to assess revenue and order volumes.  
- Analyzed seller performance, customer feedback (ratings), and price-discount dynamics.  
- Built pivot tables and visual charts to interpret key patterns.

## 6. Key Insights:

- Western wear and footwear contributed over 40% of total sales.  
- Bangalore and Mumbai recorded the highest order volumes and revenue.  
- Top-rated sellers consistently offered 20–30% discounts.  
- Products priced between ₹800–₹1,200 had the highest conversion rates.  
- 4-star and above rated products saw 35% higher repeat purchase rates.

## 7. Recommendations:

- Increase promotion of western wear and footwear categories during festive seasons.  
- Encourage sellers to maintain discounts within optimal range to sustain high ratings.  
- Tailor city-specific campaigns based on buying preferences.  
- Feature products within mid-range price brackets for higher conversion.

## 8. Outcome:

- Derived insights projected to enhance customer engagement by 20% and optimize sales strategies across top cities.  
- Helped develop city-specific marketing recommendations for improved ROI.

## 9. Conclusion:

This project provided a holistic understanding of Myntra’s category and customer performance metrics. It enabled identification of high-performing sellers, products, and promotional strategies to improve business outcomes.