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INTRODUCTION

About Flipkart

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India. It is the largest e-commerce company in India and was founded by Sachin and Binny Bansal. The company has wide variety of products electronics like laptops, tablets, smartphones, and mobile accessories to invogue fashion staples like shoes, clothing and lifestyle accessories; from modern furniture like sofa sets, dining tables, and wardrobes to appliances that make your life easy like washing machines, TVs, ACs, mixer grinder juicers and other time-saving kitchen and small appliances; from home furnishings like cushion covers, mattresses and bedsheets to toys and musical instruments

Role of E-Commerce In Fashion Industry

E-Commerce Fashion industry is among the most important industries in the world and it accounts for a substantial share of the global economy. It is evident that eCommerce is growing rapidly after the pandemic. Every day more businesses are going digital and the competition in the niche markets is rising too.

Fashion eCommerce refers to the buy and sell transactions of fashion and apparel products online, specifically through eCommerce platforms.

Because of this growth in the fashion industry eCommerce has created a livelihood for a lot of people and has made this one of the most popular professions among sellers, fashion designers, manufacturers, and retailers.

E-Commerce has grown and has such importance among retailers and customers because of all the advantages it offers to shoppers and sellers.

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Objective

- To Observe the Sale of Flipkart Apparel of Different Brand.
- To Find the Pattern of Sales of Clothing in Categories of Gender And Ages.
- To Analyse the Ratings of the Sold Apparel .
- To Conclude the Price of Apparels.

About Dataset

The dataset includes data on Apparels from the top most popular brands in India: Nike,Campus,Adidas,Puma,Fila,Etc. Dataset has no null value.

 Columns: There are 11 columns each having a title which is self-explanatory.

Rows: There are 1639 rows each having a different apparels with at least a distinct Ratings.

DESCRIPTION OF ATTRIBUTES

1. **Brand:** Brand Name
2. **Title:** Brand apparel name
3. **Product Type:** Type of Product
4. **Who:** Gender
5. **Price:** Selling Price of Product After Discount
6. **MRP:** Selling Price of Product Before Discount
7. **Savings:** Concession after discount
8. **Discount %:** Discount in Product
9. **Ratings:** Ratings of the Customer Product
10. **Total Ratings Given:** No. of Ratings Given
11. **Total Reviews Given:** No. Reviews Given

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EXPLORATORY DATA ANALYSIS

EDA is one of the most important phases in data science since it helps us to obtain critical insights and statistical metrics. In general, EDA can be categorised in two ways.

The first distinction is that each method is either non-graphical or graphical. Second, each method is univariate or multivariate in nature (usually just bivariate).

Non-graphical approaches typically include the computation of summary statistics, but graphical methods clearly summarize the data in a diagrammatic or pictorial manner.

Let's look at each type individually.

Illustration of Dataset

	Brand	Title	Product Type	Who	Price	MRP	Savings	Discount %	Rating	Total Ratings Given	Total Reviews Given
0	NIKE	NIKE Nike Revolution 4 Men'...	shoes	men	2216	3693.33	1477	40.0	4.2	54006	7049
1	Layasa	Layasa sports shoes for men...	shoes	men	379	997.37	618	62.0	4.0	13792	1677
2	YONEX	YONEX Tokyo 2 Badminton Sho...	shoes	men	1919	2998.44	1079	36.0	4.3	1298	172
3	ADIDAS	ADIDAS Clear Factor M Runni...	shoes	men	1499	2498.33	999	40.0	4.2	3904	578
4	PUMA	PUMA Space Runner Running S...	shoes	men	2050	3474.58	1424	41.0	4.2	194	36
...	...	...	...	...	...	...	...	...	...	...	...
1634	MARVEL	MARVEL Boys Velcro Sports S...	sandal	kid	719	998.61	279	28.0	4.1	254	44
1635	CAMPUS	CAMPUS Boys Velcro Sports S...	sandal	kid	549	549.00	0	0.0	4.3	936	134
1636	CAMPUS	CAMPUS Boys Velcro Sports S...	sandal	kid	569	569.00	0	0.0	4.0	236	23
1637	CAMPUS	CAMPUS Boys Velcro Sports S...	sandal	kid	459	459.00	0	0.0	4.1	672	88
1638	CAMPUS	CAMPUS Boys Velcro Sports S...	sandal	kid	439	439.00	0	0.0	3.7	77	9

1639 rows × 11 columns

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DESCRIPTIVE STATISTICS (NON-GRAPHICAL)

In this section, we will look at the Measures of Central Tendency (Mean, Median, Mode) and Measures of Dispersion (Standard Deviation, Range and Quartiles).

Numerical Features

	Price	MRP	Savings	Discount %	Rating	Total Ratings Given	Total Reviews Given
count	1639.000000	1639.000000	1639.000000	1639.000000	1639.000000	1639.000000	1639.000000
mean	900.738865	1716.956882	815.811470	45.569860	3.985784	1730.180598	224.970714
std	966.610384	1476.457547	778.801047	23.055618	0.348202	8655.260853	1125.891795
min	149.000000	219.000000	0.000000	0.000000	3.000000	1.000000	1.000000
25%	379.000000	891.070000	310.000000	32.000000	3.800000	23.000000	3.000000
50%	599.000000	1198.280000	598.000000	50.000000	4.000000	109.000000	13.000000
75%	999.000000	1986.360000	1085.500000	62.000000	4.200000	496.500000	61.000000
max	8495.000000	10759.180000	5487.000000	89.000000	5.000000	167992.000000	20241.000000

Categorical Features

|	Brand	Title	Product Type	Who
count	1639	1639	1639	1639
unique	377	916	8	4
top	ADIDAS	CAMPUS Boys Velcro Sports S...	shoes	men
freq	114	34	335	710

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Selling Count in Product Type in Gender Category in Men
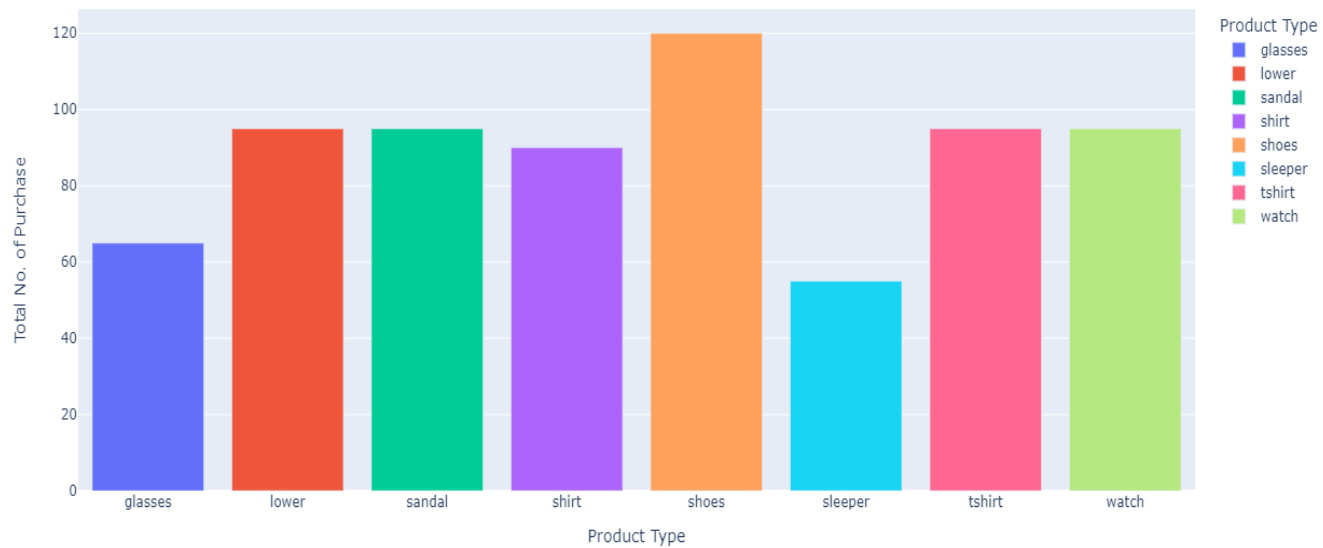
Shoes have high selling in Product Type Category of Men

And most least is sleepers, Lower and sandal t-shirt watches have also good sells number.

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Selling Count in Product Type in Gender Category in Women
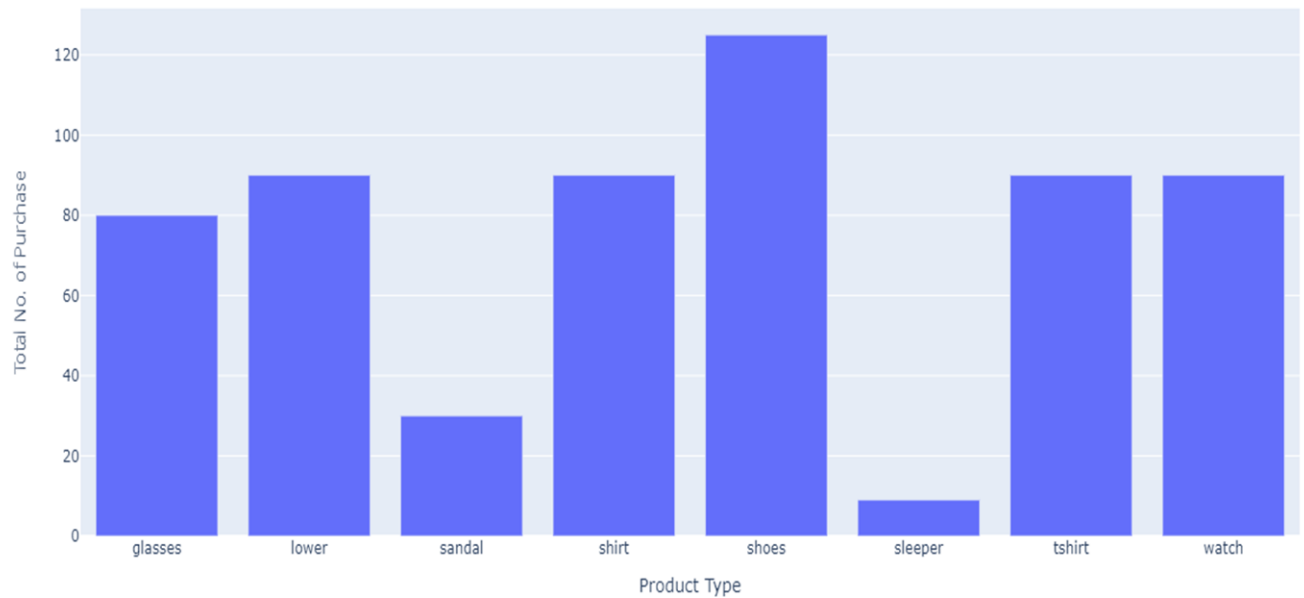
Here also shoes have highest selling number in Product Type Category of Women but compared to men women have high number of sells. Other Category like T-shirt,Watches,lower,glasses have good number but sleeper have most least number in Sales.
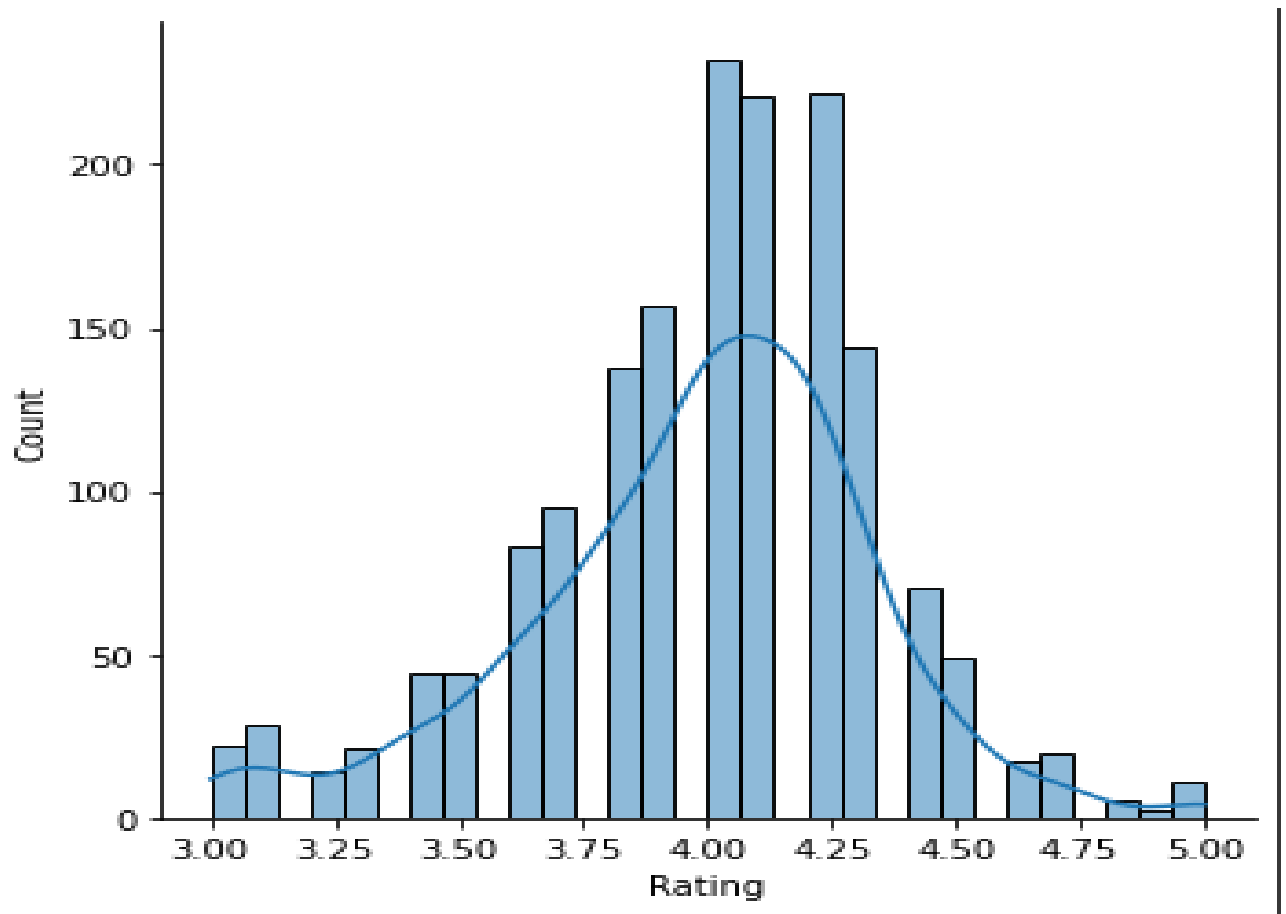
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Selling Count in Product Type in Gender Category in Kids
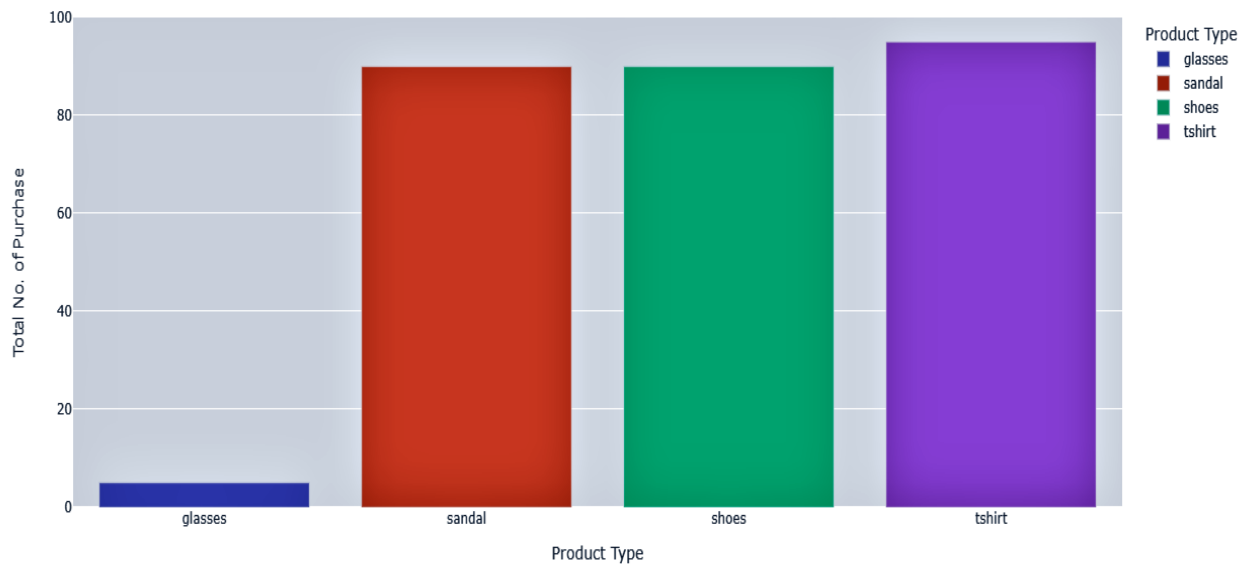
Here four Category were Sales Activity has happened as expected. But four out of three which is sandals, shoes, T-

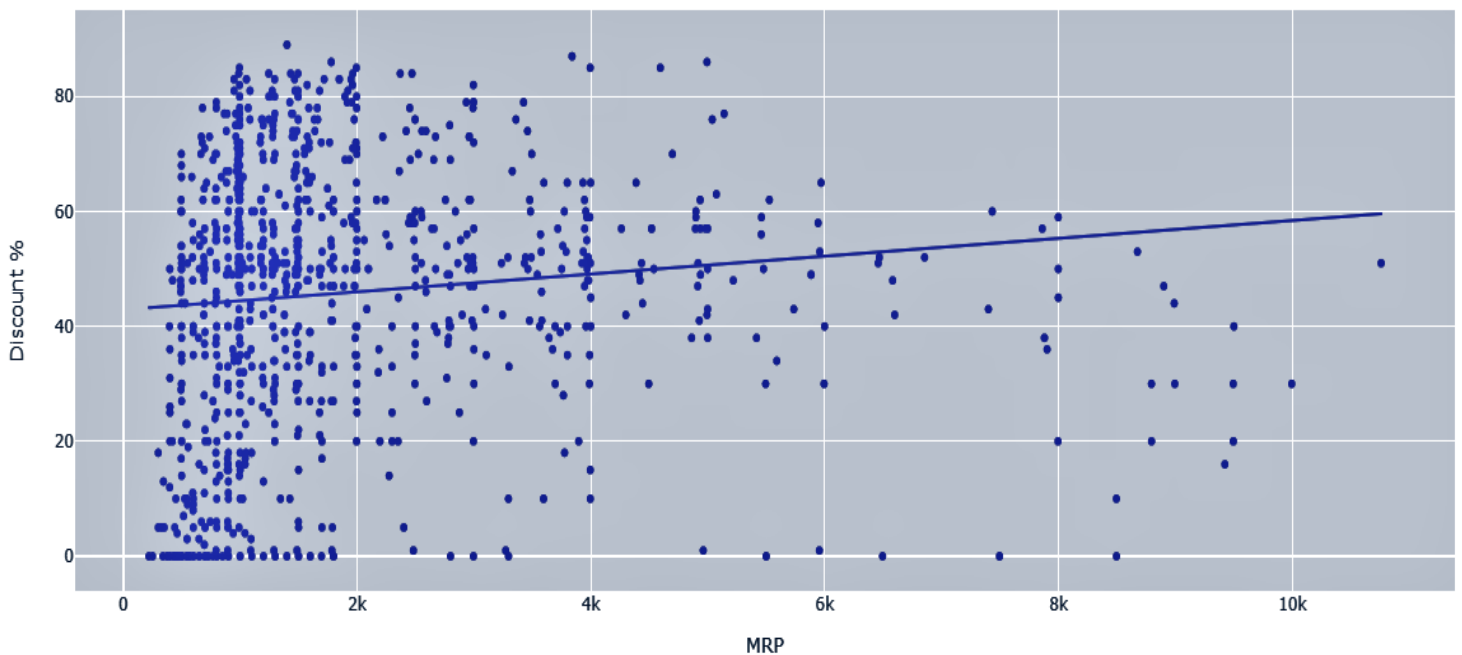Shirt have high selling number but glasses have least selling number as expected

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Histogram of Ratings of customer

The histogram shows the normal distribution which indicates that the most rating of customer are lies on 3.5 to 4.5 which means the ratings are average to very good rating have given by the customers

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Prediction of Discount On the basis of MRP

The scatterplot shows the as MRP increases there less discount offered to the customer this show that if price increase of most of the product the there will be few product which high discount will be offered.

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Most No. of Savings in Product Category
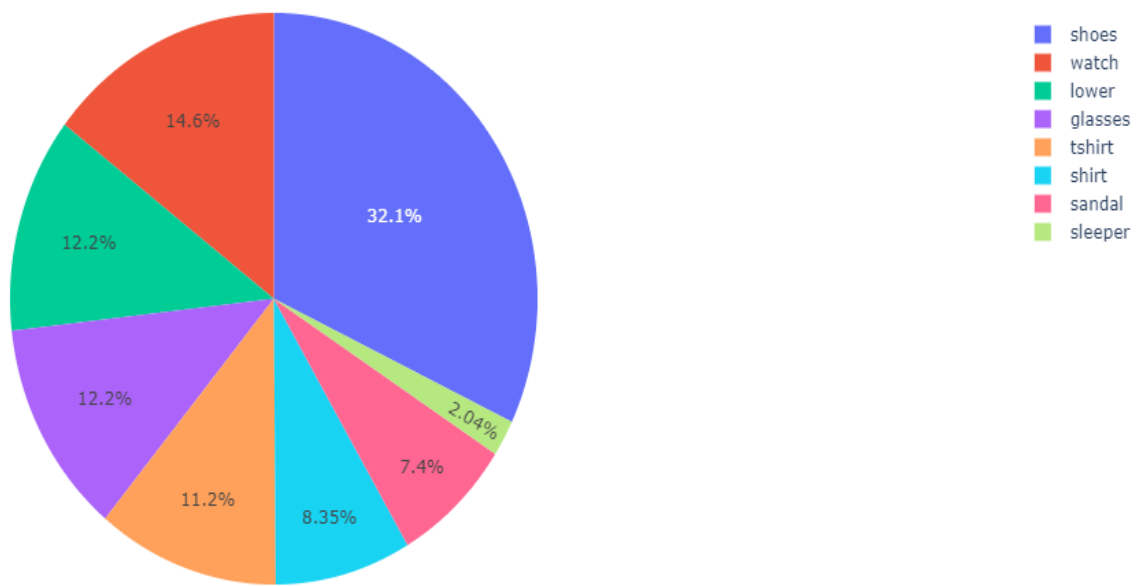
As expected from analysis of above chart the Savings are high in Shoes compared to other Categories in Product Type.

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Conclusion

- If we see in Category of gender wise shoes are high priority to buy in both male and female because they are Less in price and also most of discount are offered.
- Customer Feedback after buying Product is Overall in the range of Average to Good.
- After the Analysis of MRP and discount Rate we found that if product is low then high discount are offered if MRP of the product is high then there few discount are offered to Customer

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