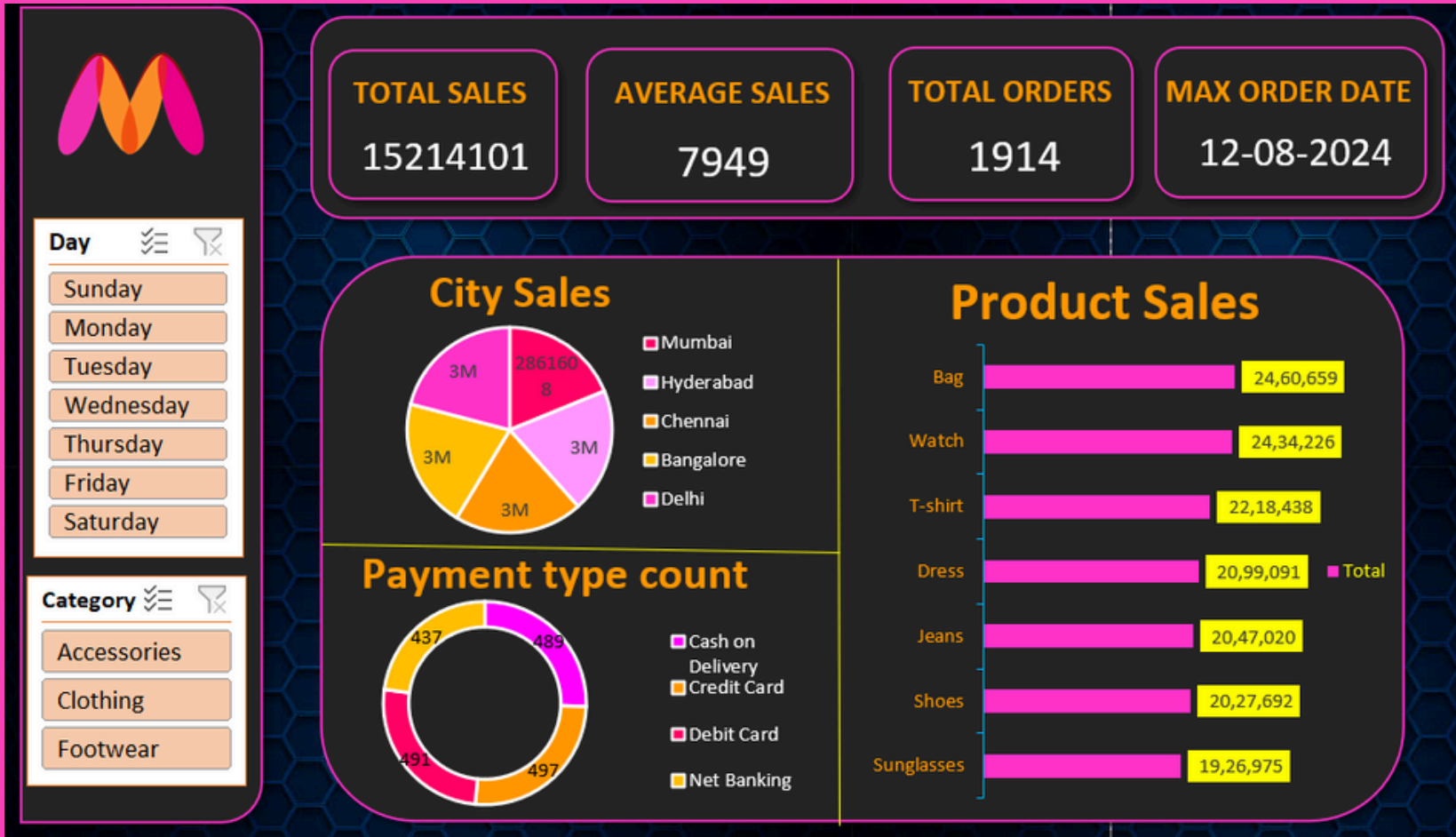


Myntra Sales Analysis



Introduction

Objective: To analyze sales performance and gain actionable insights that will enhance the performance of the sales and identify key metrics for optimizing Myntra's revenue

Scope: This project focus on products, city, payment_type or tranding products.

Methodology: Data analysis conducted using Excel with charts, power query for data manipulation, KPIs calculated for performance tracking, and pivot table for summary

Data Overview

Data Sources: "Sales data from Myntra's database for the period of January to August 2024"

Key Metrics: "The key metrics are Total Sales, Avg Sales, Total Orders, Maximum order Date."

Data Summary: "Sales over product , Top 5 Customer, Sales over city or payment mode."

Messy Data

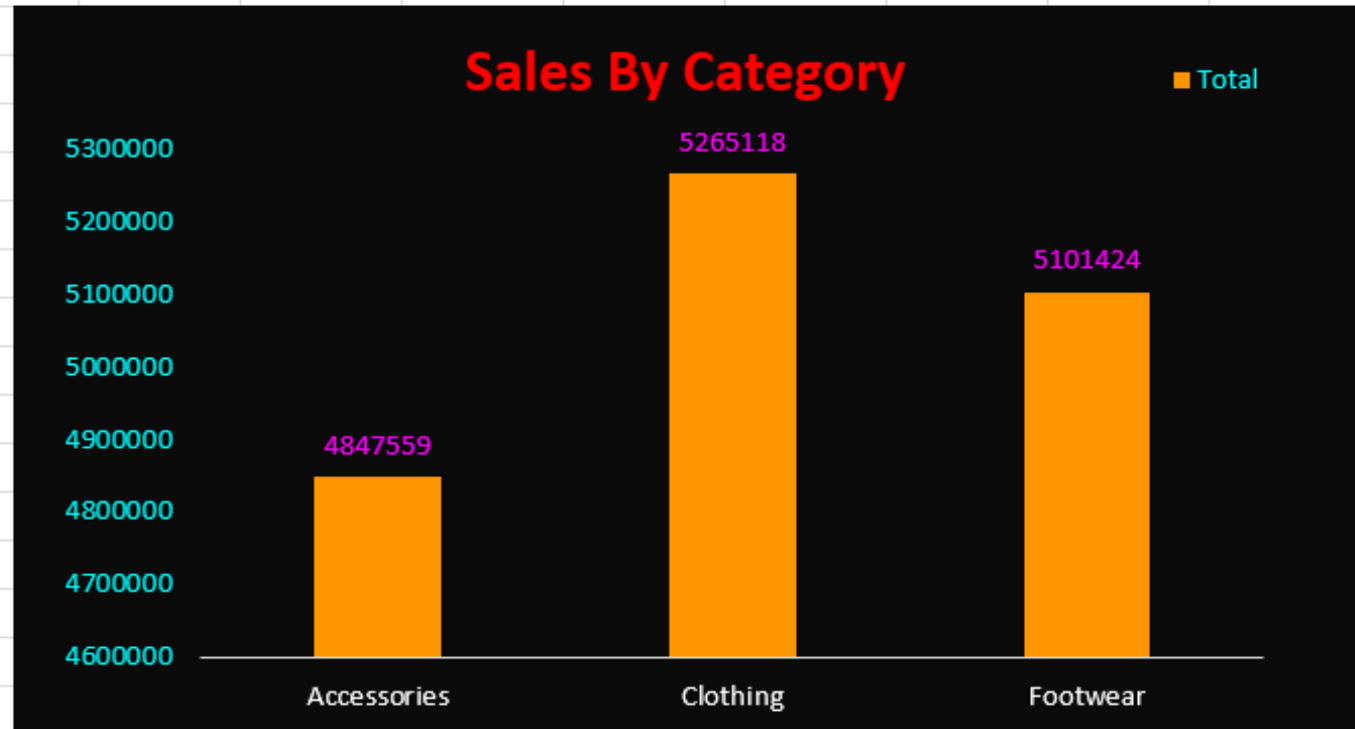
Order ID	Product Name	Category	Price	Quantity	Discount	Order Date	Customer ID	City	Payment Mode
ORD1001	T-shirt	Clothing	4254	4	25	#####	CUST1000	Bangalore	Cash on Delivery
	Watch	Accessories	1385		25	#####	CUST1001	Delhi	Net Banking
ORD1002	T-shirt	Clothing	2398	2	25	#####	CUST1002	Bangalore	Net Banking
ORD1003	Shoes	Clothing	2011	5		#####	CUST1003	Mumbai	Net Banking
ORD1004	Jeans		3861	3	10	#####	CUST1004	Mumbai	Net Banking
ORD1005	Shoes	Footwear	3092	4	20	#####	CUST1005	Delhi	Cash on Delivery
ORD1006	T-shirt	Footwear	3035	1	5	#####	CUST1006		
ORD1007	Jeans	Footwear	3071	4	20	#####	CUST1007	Mumbai	Credit Card
ORD1008	Sunglasses	Accessories	4623	2	25	#####	CUST1008		Credit Card
ORD1009	Bag	Footwear	4771	1	5		CUST1009	Delhi	Debit Card
ORD1010	Dress	Accessories	597	4	5	#####	CUST1010	Delhi	Net Banking
ORD1011	Dress	Accessories		4	15		CUST1011	Hyderabad	Credit Card
ORD1012	Watch	Footwear	4435	4	20	#####	CUST1012	Chennai	Net Banking
ORD1013	Bag			2	10	#####	CUST1013	Delhi	Credit Card
ORD1014	Shoes	Footwear	2496	4	25	#####	CUST1014	Hyderabad	Cash on Delivery
ORD1015	Jeans	Clothing	2553	2	20	#####	CUST1015	Hyderabad	Debit Card
ORD1016	Bag	Accessories	3185	3	20	#####	CUST1016	Chennai	Debit Card
ORD1017	T-shirt	Footwear	3666	2	20	#####		Chennai	Credit Card
ORD1018	Shoes	Accessories	3436	5	15	#####	CUST1018	Bangalore	Cash on Delivery
ORD1019	Dress	Clothing	2810	3	5	#####	CUST1019	Hyderabad	Cash on Delivery
ORD1020	Dress	Clothing	812	4	5	#####	CUST1020	Chennai	Net Banking
ORD1021	Dress	Footwear	495	1	20	#####	CUST1021	Bangalore	Debit Card
ORD1022	Dress	Clothing	1930	3	20	#####	CUST1022	Chennai	Cash on Delivery

Data After Cleaning

A	B	C	D	E	F	G	H	I	J	K	L	M	N
ORD2143	T-shirt	Footwear	₹ 4,997	5	25	03-07-2024	7	July	Wednesday	CUST2143	Delhi	Credit Card	₹ 24,985
ORD1932	Shoes	Footwear	₹ 4,982	5	5	02-08-2024	8	August	Friday	CUST1932	Mumbai	Debit Card	₹ 24,910
ORD2827	Bag	Footwear	₹ 4,974	5	10	20-01-2024	1	January	Saturday	CUST2827	Mumbai	Debit Card	₹ 24,870
ORD1786	Watch	Accessories	₹ 4,970	5	20	29-06-2024	6	June	Saturday	CUST1786	Hyderabad	Debit Card	₹ 24,850
ORD2823	Shoes	Footwear	₹ 4,956	5	5	08-04-2024	4	April	Monday	CUST2823	Hyderabad	Net Banking	₹ 24,780
ORD1113	Bag	Accessories	₹ 4,944	5	10	08-05-2024	5	May	Wednesday	CUST1113	Delhi	Credit Card	₹ 24,720
ORD2095	Bag	Footwear	₹ 4,921	5	10	28-05-2024	5	May	Tuesday	CUST2095	Chennai	Debit Card	₹ 24,605
ORD2041	Dress	Clothing	₹ 4,909	5	5	15-01-2024	1	January	Monday	CUST2041	Delhi	Credit Card	₹ 24,545
ORD1660	Watch	Accessories	₹ 4,908	5	5	17-02-2024	2	February	Saturday	CUST1660	Hyderabad	Cash on Delivery	₹ 24,540
ORD1118	T-shirt	Footwear	₹ 4,894	5	5	19-04-2024	4	April	Friday	CUST1118	Hyderabad	Debit Card	₹ 24,470
ORD2148	Watch	Footwear	₹ 4,892	5	15	14-06-2024	6	June	Friday	CUST2148	Bangalore	Debit Card	₹ 24,460
ORD2983	Shoes	Footwear	₹ 4,880	5	25	04-02-2024	2	February	Sunday	CUST2983	Mumbai	Credit Card	₹ 24,400
ORD1081	Dress	Footwear	₹ 4,867	5	10	08-06-2024	6	June	Saturday	CUST1081	Hyderabad	Debit Card	₹ 24,335
ORD2950	Dress	Clothing	₹ 4,866	5	15	10-01-2024	1	January	Wednesday	CUST2950	Bangalore	Credit Card	₹ 24,330
ORD2075	Watch	Footwear	₹ 4,865	5	25	22-04-2024	4	April	Monday	CUST2075	Bangalore	Cash on Delivery	₹ 24,325
ORD1858	Watch	Accessories	₹ 4,859	5	20	27-04-2024	4	April	Saturday	CUST1858	Bangalore	Debit Card	₹ 24,295
ORD2984	Shoes	Clothing	₹ 4,798	5	10	12-06-2024	6	June	Wednesday	CUST2984	Chennai	Credit Card	₹ 23,990
ORD2748	Sunglasses	Clothing	₹ 4,787	5	15	13-01-2024	1	January	Saturday	CUST2748	Mumbai	Debit Card	₹ 23,935
ORD1844	T-shirt	Footwear	₹ 4,776	5	15	21-04-2024	4	April	Sunday	CUST1844	Chennai	Debit Card	₹ 23,880
ORD2965	Shoes	Footwear	₹ 4,754	5	25	18-03-2024	3	March	Monday	CUST2965	Hyderabad	Debit Card	₹ 23,770
ORD2692	Bag	Footwear	₹ 4,744	5	20	20-02-2024	2	February	Tuesday	CUST2692	Chennai	Credit Card	₹ 23,720
ORD2299	Jeans	Clothing	₹ 4,739	5	15	28-02-2024	2	February	Wednesday	CUST2299	Mumbai	Credit Card	₹ 23,695
ORD2471	Shoes	Accessories	₹ 4,680	5	15	25-01-2024	1	January	Thursday	CUST2471	Bangalore	Cash on Delivery	₹ 23,400
ORD1412	Dress	Accessories	₹ 4,669	5	25	29-02-2024	2	February	Thursday	CUST1412	Delhi	Net Banking	₹ 23,345
ORD2889	Watch	Clothing	₹ 4,646	5	25	26-02-2024	2	February	Monday	CUST2889	Bangalore	Credit Card	₹ 23,230
ORD2221	Bag	Footwear	₹ 4,602	5	15	02-08-2024	8	August	Friday	CUST2221	Mumbai	Debit Card	₹ 23,010

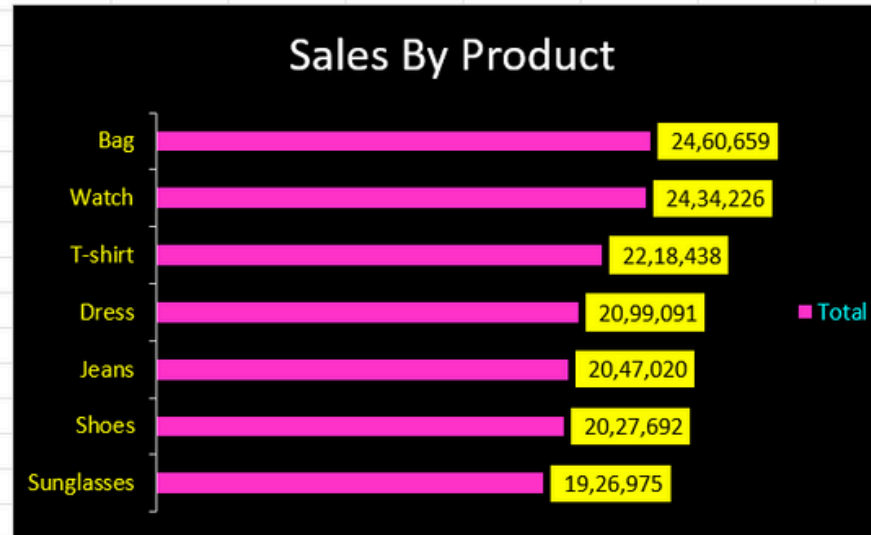
Sales By Category

Row Labels	Sum of Total_Price
Accessories	4847559
Clothing	5265118
Footwear	5101424



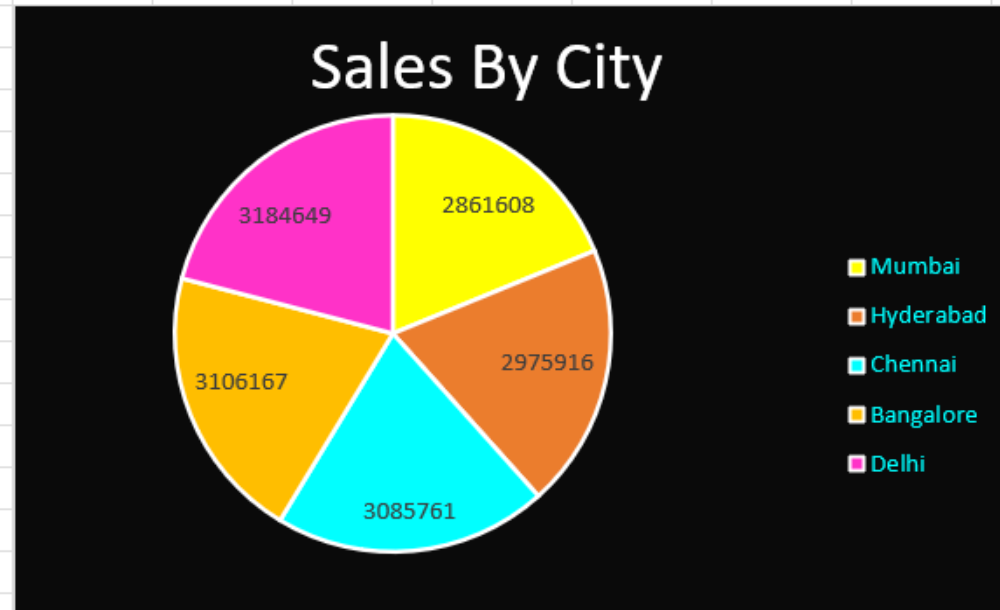
Sales By Product

Row Labels	Sum of Total_Price
Sunglasses	19,26,975
Shoes	20,27,692
Jeans	20,47,020
Dress	20,99,091
T-shirt	22,18,438
Watch	24,34,226
Bag	24,60,659



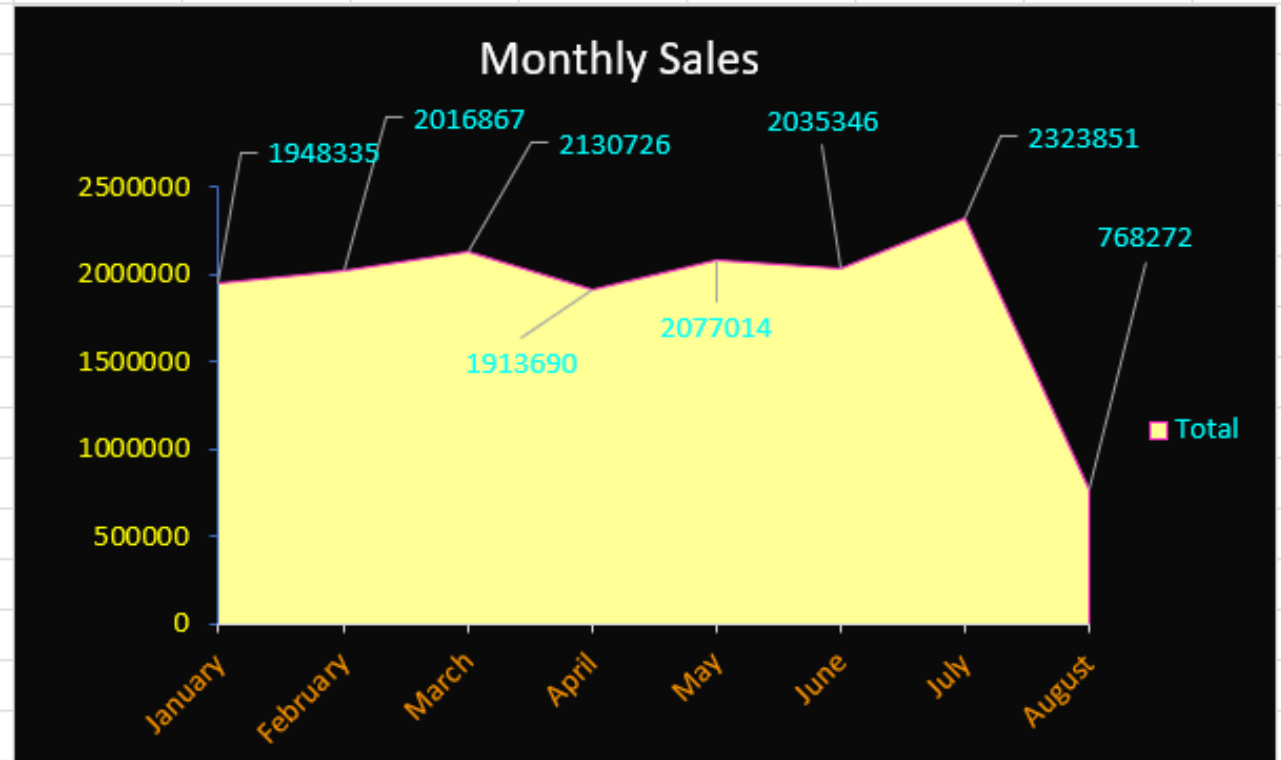
Sales By City

Row Labels	Sum of Total_Price
Mumbai	2861608
Hyderabad	2975916
Chennai	3085761
Bangalore	3106167
Delhi	3184649



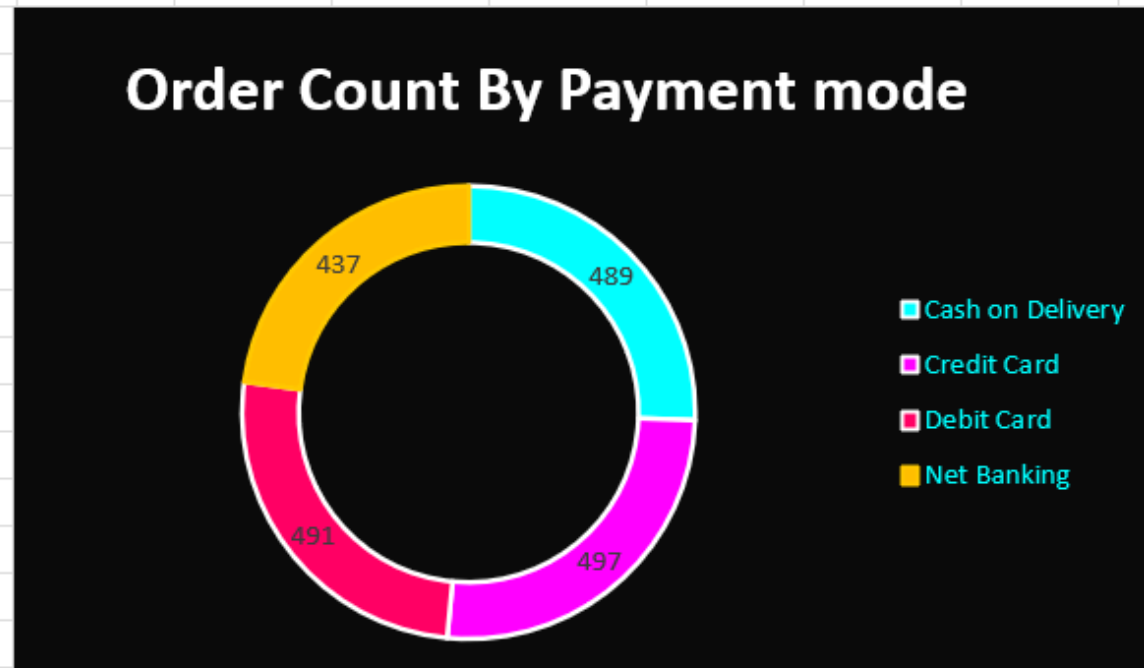
Monthly Sales

Row Labels	Sum of Total_Price
January	1948335
February	2016867
March	2130726
April	1913690
May	2077014
June	2035346
July	2323851
August	768272
Grand Total	15214101



Order Per Payment Mode

Row Labels	Count of Order_ID
Cash on Delivery	489
Credit Card	497
Debit Card	491
Net Banking	437



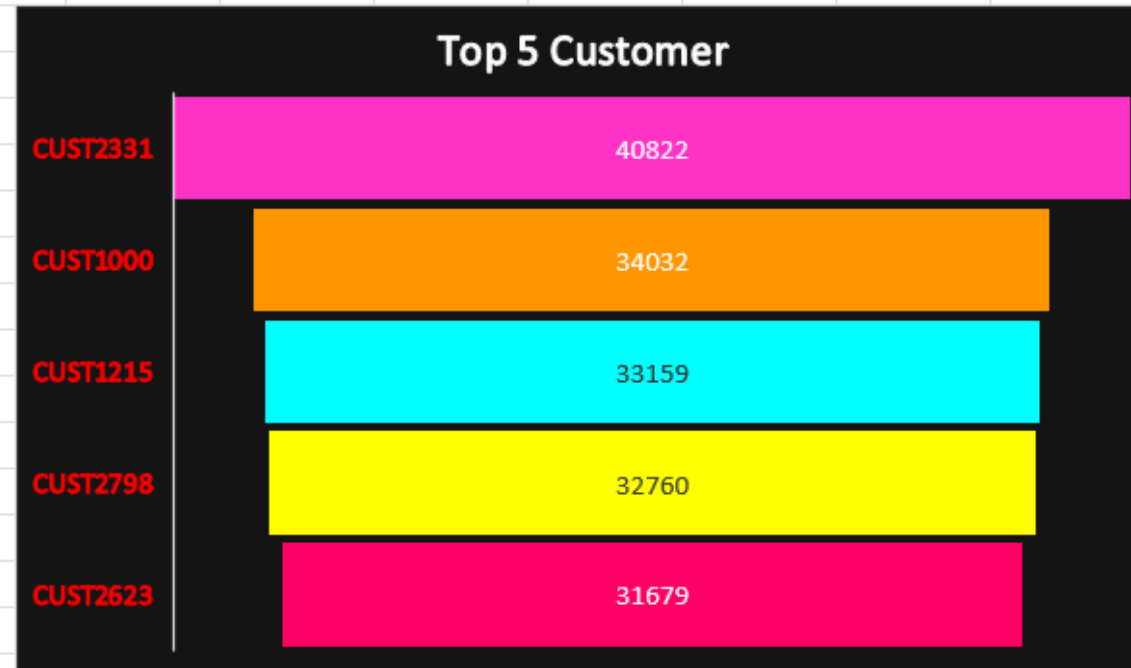
Order Per Discount

Row Labels	Count of Order_ID
5	361
10	370
15	443
20	362
25	378
Grand Total	1914

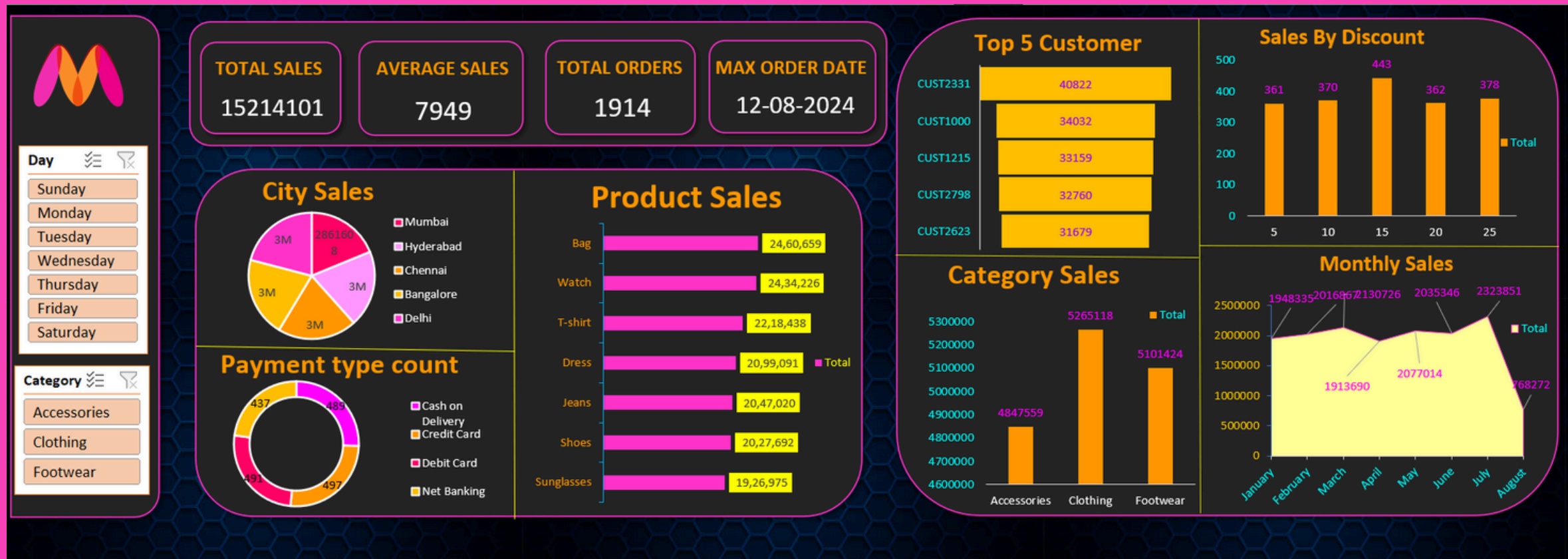


Top 5 Customer

Cust_id	Revenue
CUST2331	40822
CUST1000	34032
CUST1215	33159
CUST2798	32760
CUST2623	31679



Insight Dashboard:



Insights and Conclusion.

1. **Accessories Category Giving Higher Profit then clothing and footwear.**
2. **The top high profit product is bag, then watch and T shirts.**
3. **Most of customer using Credit Card then Debit Card, Cash On Delivery or Net Banking.**
4. **In 15 % Discount you are getting more sales.**
5. **July Month you have got more sales.**

Based On Insights Some Usefull Suggestion

(i). Marketing:

Focus Marketing Effort on Top Customers and Top SubCategory like Accessories, clothing or footwear.

(i). Inventory Management

Stock up Products of Bag , watch etc. and also High Profitable SubCategory Like Accessories, clothing or footwear

(iii). Customer Engagement:

Engage with top spending customer with best offer and Coupon code.

(iv). Payment Type Engagement:

Give discount on top payment type like credit card or debit card.



Thanks for
watching



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