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## Project Name : MYNTRA

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### Overview

Myntra is a leading online store, offering a comprehensive range of fashion and lifestyle products. It allows shoppers to choose from a wide variety of national and international brands. Myntra sells everything from clothing to fashion accessories, footwear, watches, sunglasses, personal care and grooming items, sports and active wear, and bags and backpacks. Myntra also sells home & living products such as bed linen, furnishing, home décor items, cookware, utensils, and lamps and lighting.

### Goals

1. Homepage
2. Product categories page ( eg: men, women, beauty, kids )
3. Profile page ( login / logout )
4. Payment page
5. Wish list & bag page

# History

Myntra began its journey as a B2B player in 2007. During its initial years, the company focused primarily on selling on-demand personalized gift items. It became a hub for customers who wanted to get personalized items such as mugs, T-shirts, mouse pads, etc. From 2011, Myntra switched over to fashion and lifestyle products and discontinued its personalization business. In 2014, Myntra was acquired by Flipkart. The deal was valued at USD 280 million. However, Myntra continues to function as an independent company.

# Technologies used in MYNTRA

Site Info – Myntra.com  
Overview of web technologies used by Myntra.com.

Get our [Site Info Tools](#).

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Website Background

Description on Homepage

Popularity rank

Main visitors locations

Site Maintenance

Number 508 of all websites according to Alexa

Country	Visitors	Country Rank
India	94.2%	205
United States	0.9%	50,118

Content Management System

WordPress 6.0  
version 5.9.3 used until recently  
0% of sites use a newer version  
used on a subdomain

WordPress is an open source blog publishing and content management system, based on PHP and MySQL.

Server-side Programming Language

PHP  
used on a subdomain

PHP is a scripting language for creating websites.

Client-side Programming Language

JavaScript  
used on a subdomain

JavaScript is a lightweight, object-oriented, cross-platform scripting language, often used within web pages.

JavaScript Libraries

jQuery 3.6.0  
0% of sites use a newer version  
used on a subdomain

jQuery is a JavaScript library that simplifies HTML document traversing, event handling, animating and Ajax interaction. Originally developed by John Resig.

Bootstrap 4.3.1  
used on a subdomain

Bootstrap is an open source HTML, CSS, and JavaScript framework.

Modernizr 2.8.3  
11% of sites use a newer version  
used on a subdomain

Modernizr is a JavaScript library that detects HTML5 and CSS3 features in the visitors browser.

Web Server

Apache 2.4.1  
67% of sites use a newer version

The Apache HTTP Server is an open source web server by the Apache Software Foundation.

Operating System

Unix

Unix is a range of operating systems originally developed at Bell Labs. This includes Unix and Unix-like systems, such as Linux.

Reverse Proxy Service

Akamai

Akamai is a content delivery network. This includes the former brand Instart Logic.  
hosting info partly based on data from [ipinfo.io](#)

DNS Server Provider

Akamai

Akamai is a content delivery network.

Email Server Provider

Gmail

Gmail is the email service provided by Google.

SSL Certificate Authority

Sectigo

Sectigo (formerly Comodo CA) is a US-based SSL certificate authority.

JavaScript Content Delivery Networks

CDNJS  
used on a subdomain

The CDNJS is a content distribution network, hosting a large number of JavaScript libraries, provided by CloudFlare.

jsDelivr  
used on a subdomain

jsDelivr is a service for hosting JavaScript files.

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Traffic Analysis Tool

Google Analytics used on a subdomain	Google Analytics is a free service to get detailed statistics about the visitors of a website, provided by Google. This includes the Ads conversion tracking and the Floodlight services.
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Advertising Network

Google Ads used on a subdomain	The Google Advertising network consists of AdSense, DoubleClick and other services.
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Tag Manager

Google Tag Manager used on a subdomain	The Google Tag Manager is a Google service to support webmasters to manage tags on their websites.
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Social Widgets

Facebook used on a subdomain	Facebook Social Plugins provide a way for Facebook users to share web pages with their friends.
Twitter used on a subdomain	A Twitter Button allows a Twitter user to post a tweet from the visited site.
LinkedIn used on a subdomain	LinkedIn Share Buttons enable visitors to to share website content with their LinkedIn network.

Site Elements

External CSS used on a subdomain	External Cascading Style Sheets define style rules in a separate CSS file.
Embedded CSS	Embedded Cascading Style Sheets define a set of style rules in a <style> element within a web page.
Inline CSS used on a subdomain	Inline Cascading Style Sheets define style rules directly within an (X)HTML element using the style attribute.
Gzip Compression used on a subdomain	Gzip (GNU zip) is a file compression algorithm.
IPv6 used on a subdomain	The Internet Protocol version 6 (IPv6) provides amongst others a vastly larger address space than the preceding version 4. We consider a website to support IPv6 if a 128-bit address is assigned to it, regardless of the content delivered at that address.
HTTP/2	HTTP/2 is the second major version of the HTTP network protocol.
HTTP Strict Transport Security	HTTP Strict Transport Security (HSTS) defines a mechanism enabling web sites to declare themselves accessible only via secure connections.
Default subdomain www	The websites redirects visitors to its www subdomain, e.g. from example.com to www.example.com.
Default protocol https	The websites redirects visitors to use SSL encryption, e.g. from http://example.com/ to https://example.com/.

Structured Data Formats

Open Graph used on a subdomain	The Open Graph protocol, originally developed by Facebook, is an RDFa-based format that enables any web page to become a rich object in a social graph.
Twitter Cards used on a subdomain	Twitter Cards enable automatic attachment of photos, videos and media elements to Tweets.
JSON-LD used on a subdomain	JSON-LD (JavaScript Object Notation for Linked Data) is a method of encoding Linked Data using JSON.
Generic RDFa used on a subdomain	Generic RDFa (Resource Description Framework in attributes) is RDFa without further specialization.

Markup Language

HTML5	HTML5 is the fifth revision of the HTML standard.
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Character Encoding

Front end:  
1.HTML  
2. CSS  
3. JAVASCRIPT  
4. BOOTSTRAP  
5. JQUERY

THANKS AND REGARDS  
SAI CHARAN

