

## EXECUTIVE OVERVIEW

# M Myntra

**3000**

Total Orders

**0.68**

Abandonment Signals %

**17.46**

Average Discount %

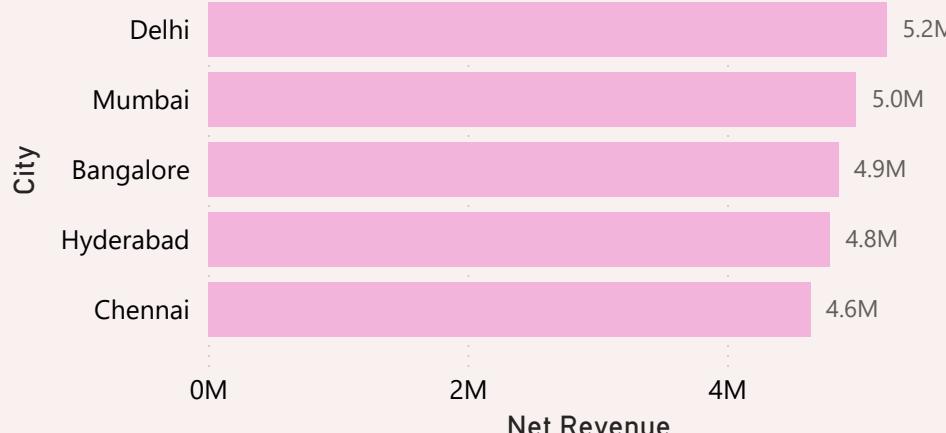
**30.48**

Average of Browsing\_Time\_mins

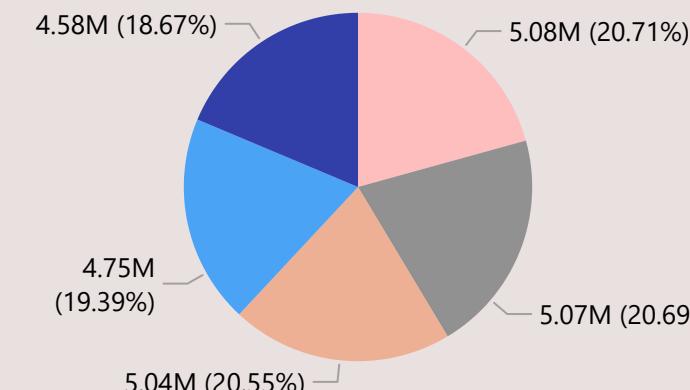
### Executive Takeaway

Conversion increases only up to ~18% discount and plateaus beyond → Cap mass discounts at 18%; use deeper discounts only for high-risk users.

#### Net Revenue by City

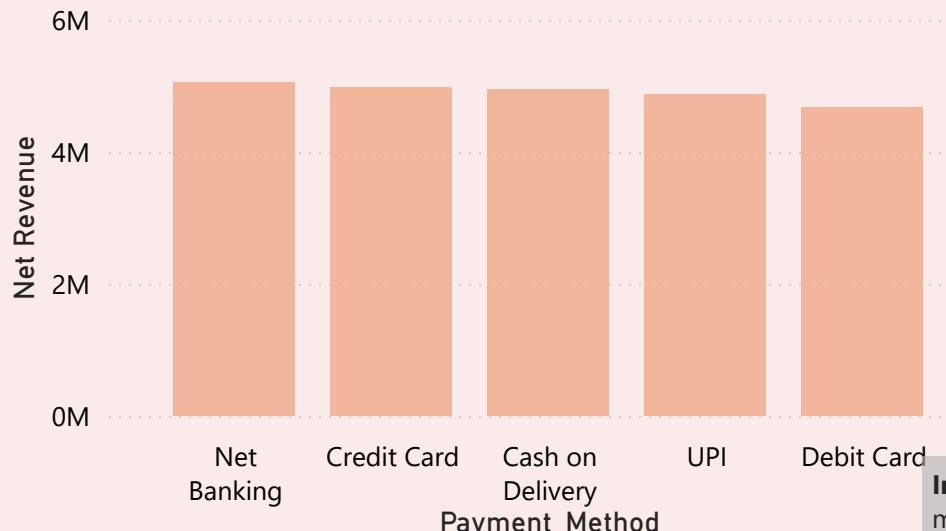


#### Net Revenue by Product\_Category



**KPI Insights:**  
Orders → Revenue → Customers → Efficiency — focus on reducing abandonment in high-price bins.

#### Net Revenue by Payment\_Method



#### Net Revenue by Year and Month



**Insight:** Apparel & Footwear together contribute the highest revenue share.

#### Year, Month

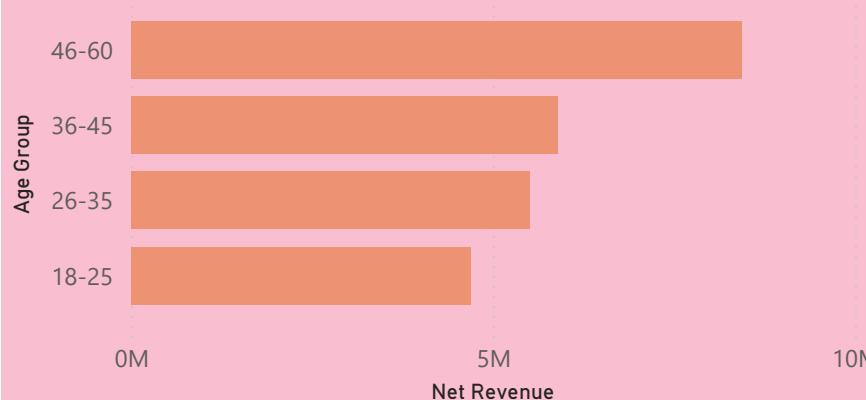
- ^  2023
  - January
  - February
  - March
  - April
  - May
  - June
  - July

**Insight:** UPI and Net Banking show the highest and most stable revenue contribution.

**Insight:** Revenue peaks during Apr-Jun and Oct-Dec, indicating strong seasonal buying patterns.

## CUSTOMER INSIGHTS AND BEHAVIOUR

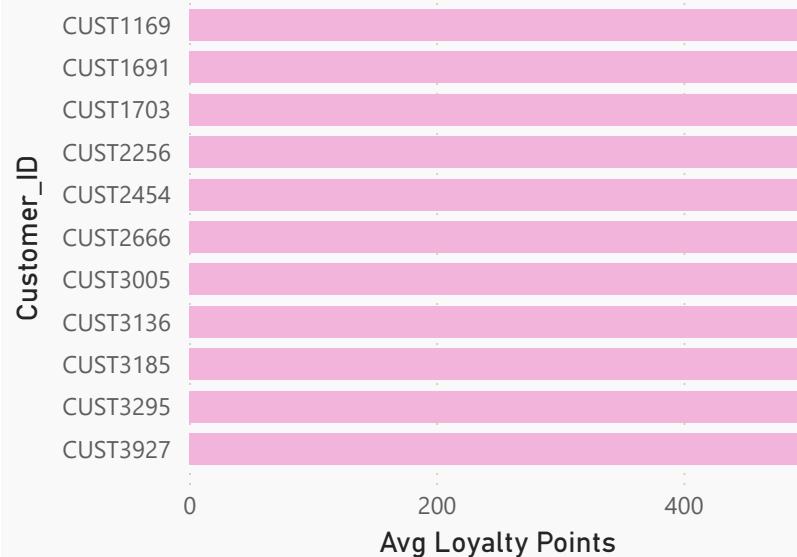
### Net Revenue by Age Group



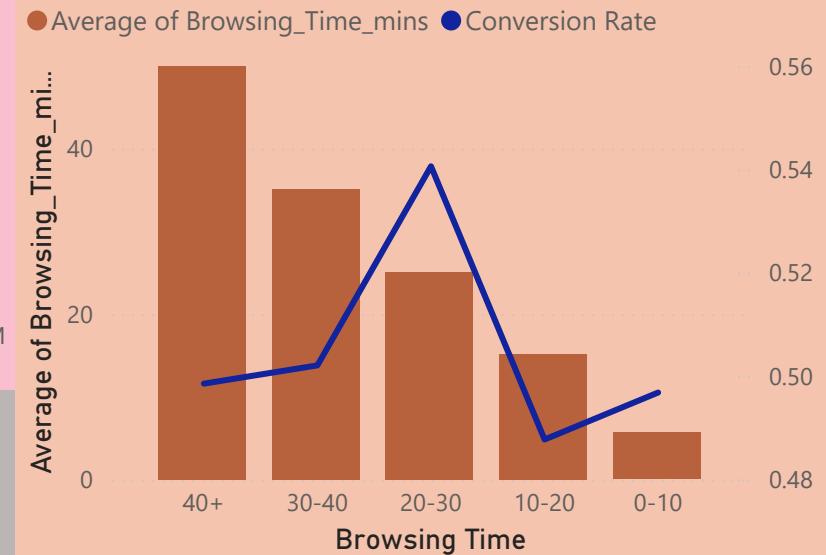
#### Insights:

Customers aged 46–60 generate the highest net revenue, making them the most valuable age group for your business.

### Avg Loyalty Points by Customer\_ID



### Average of Browsing\_Time\_mins and Conversion Rate by Browsing Time



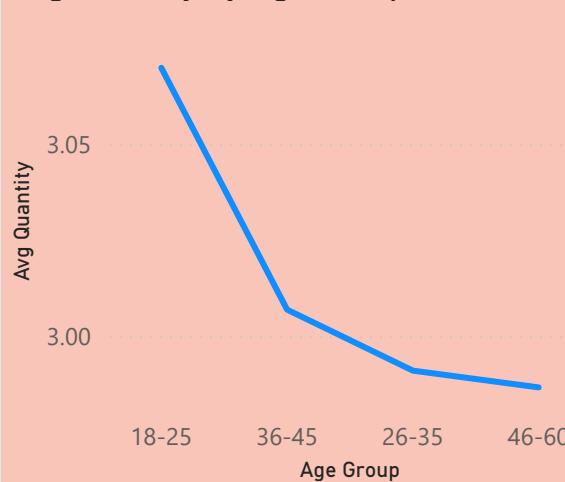
#### Insights:

Users who browse for 20–30 minutes show the highest conversion rate, even though the 40+ minute group spends the most total browsing time.

#### Insights:

All customers shown maintain consistently high and similar average loyalty points, indicating a uniformly engaged and loyal customer segment.

### Avg Quantity by Age Group



#### Gender

Female

Male

#### City

Bangalore

Chennai

Delhi

Hyderabad

Mumbai

#### Age Group1

18-25

26-35

36-45

45+

#### Customer Trend Insight:

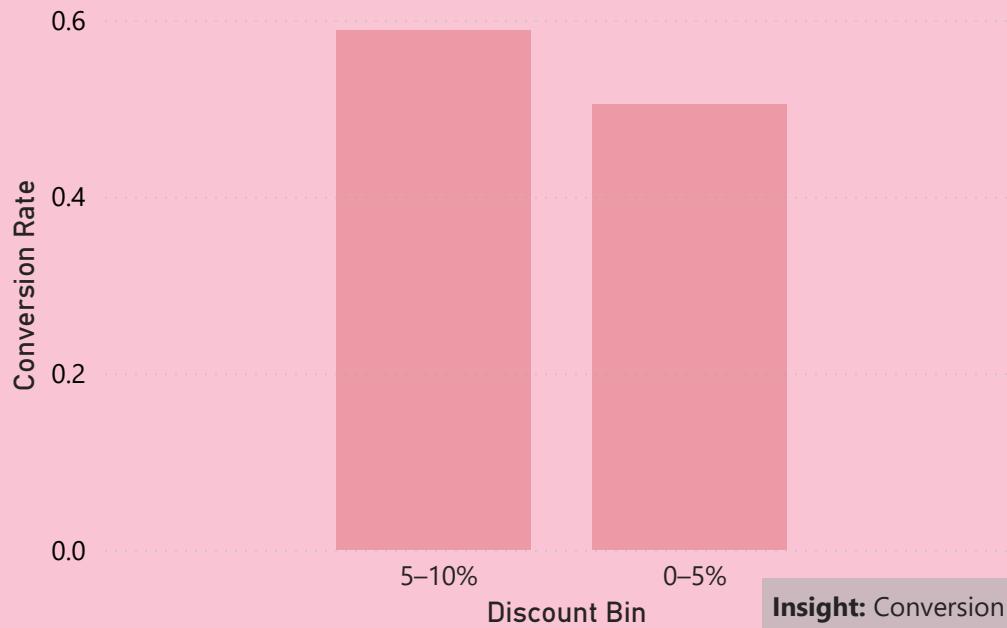
18–35 age group + female customers generate majority of revenue.

#### Insights:

Younger customers (18–25) purchase the highest average quantity per order, with buying quantity steadily decreasing across older age groups.

## OPERATIONAL AND MARKETING ANALYTICS

### Impact of Discounting on Conversion Rate



**Insight:** Conversion rises markedly up to ~10–18% discount and plateaus afterwards — cap mass discounts at ~18% and reserve deeper discounts for targeted high-risk users.

**Next-Step Analytics Opportunity**  
Build a real-time **Abandonment Risk Model** using browsing time, discount sensitivity, and past purchase behavior to trigger **personalized discounts only when exit risk exceeds a threshold**, improving conversion while protecting margins.

Total Orders1	Total Revenue	Abandonment Rate (PM)
3000	2,45,10,698.60	0.50

### Trend Insight:

Revenue peaks in key seasonal months; overall upward growth.

765

High-Risk SKUs

### Insights :

High-risk SKUs are products with high orders but low stock availability or high abandonment rates..

Product_ID	Product_Category	Total Quantity Sold	Revenue1
PROD100	Footwear	5	17,041.88
PROD101	Accessories	4	5,123.30
PROD101	Beauty	5	23,557.09
PROD102	Accessories	2	7,732.99
PROD102	Apparel	7	18,344.31
PROD102	Footwear	2	4,636.44
PROD102	Home Decor	3	14,541.71
PROD103	Accessories	3	12,372.48
PROD103	Home Decor	5	19,191.26
PROD104	Apparel	3	12,356.29
PROD104	Footwear	5	23,333.37
PROD104	Home Decor	4	17,348.08
PROD105	Accessories	2	2,090.67
PROD105	Apparel	10	28,844.05
PROD105	Footwear	1	12,400.70
<b>Total</b>		<b>9024</b>	<b>2,45,10,698.60</b>

**Insight:** The analysis reveals a classic Pareto pattern where a small subset of SKUs drives the majority of sales and revenue, indicating opportunities to optimize inventory, pricing, and marketing investments around high-impact products.