

EXECUTIVE OVERVIEW

M Myntra

3000

Total Orders

0.68

Abandonment Signals %

17.46

Average Discount %

30.48

Average of Browsing_Time_mins

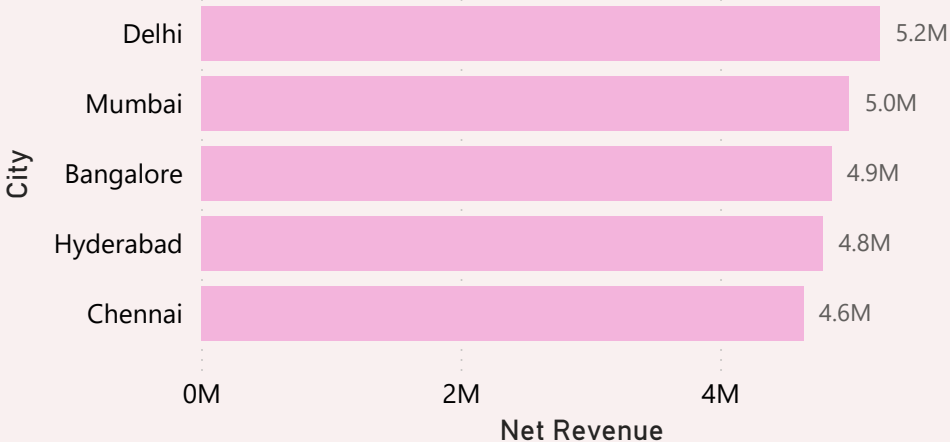
Executive Takeaway

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

KPI Insights:

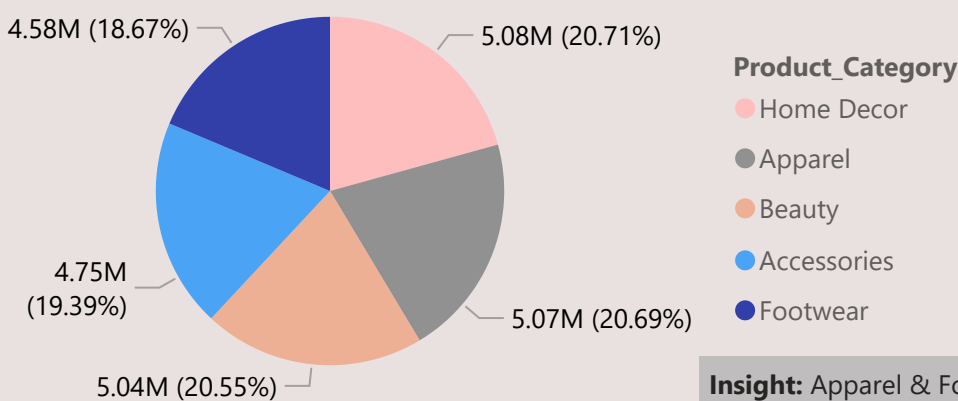
Orders → Revenue → Customers → Efficiency — focus on reducing abandonment in high-price bins.

Net Revenue by City



Insight for revenue by city: Delhi generates the highest net revenue, with all other major metros showing strong but slightly lower and closely clustered performance.

Net Revenue by Product_Category

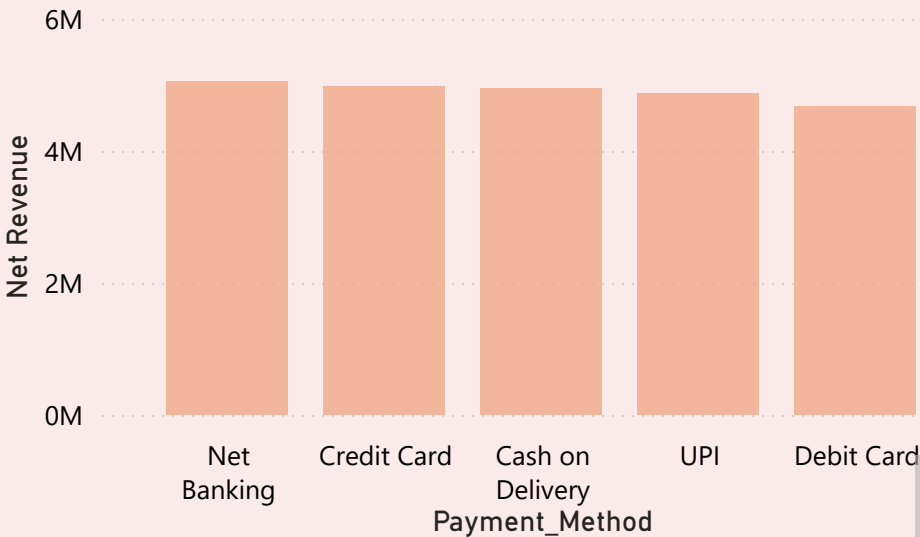


Product_Category

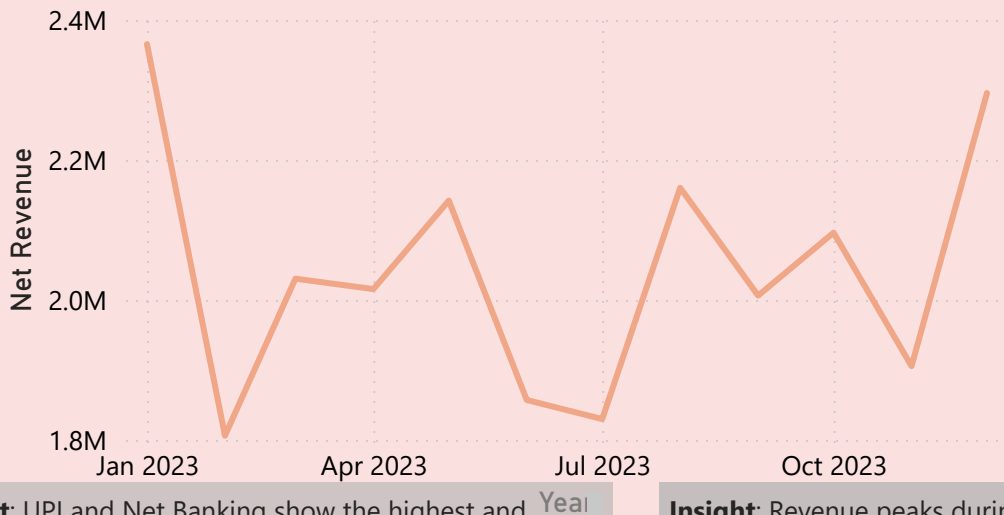
- Home Decor
- Apparel
- Beauty
- Accessories
- Footwear

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

Net Revenue by Payment_Method



Net Revenue by Year and Month

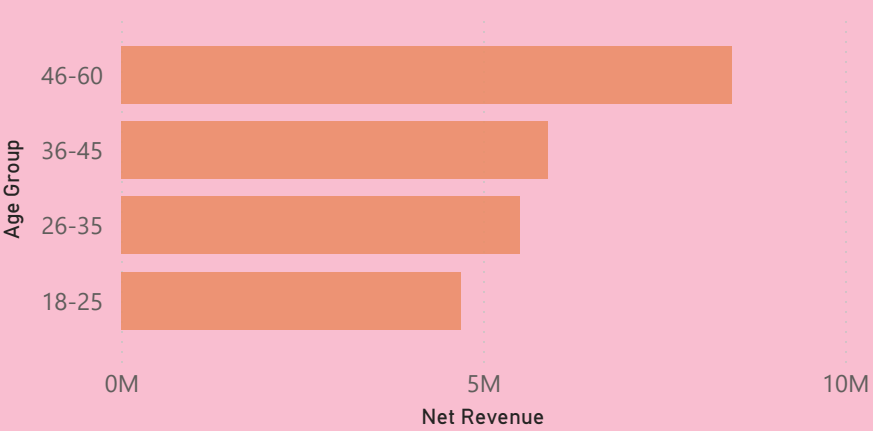


Insight: UPI and Net Banking show the highest and most stable revenue contribution.

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

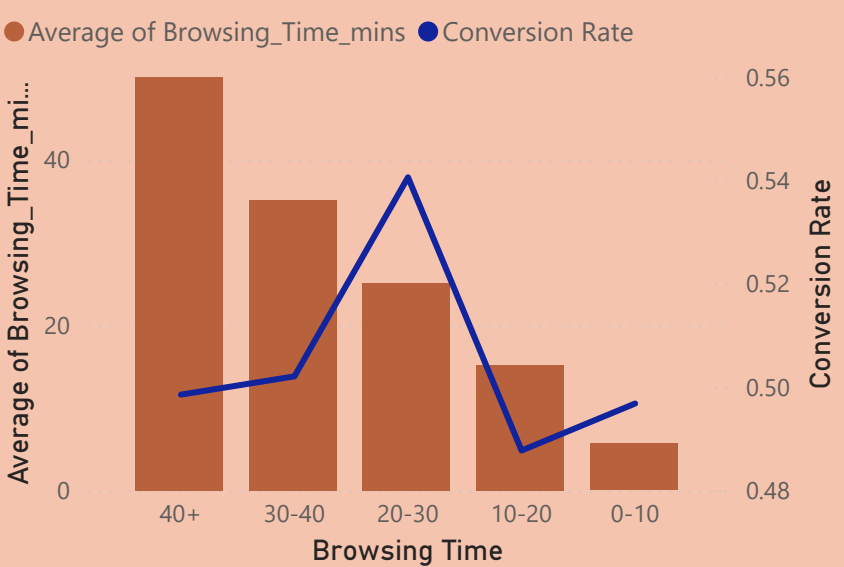
CUSTOMER INSIGHTS AND BEHAVIOUR

Net Revenue by Age Group



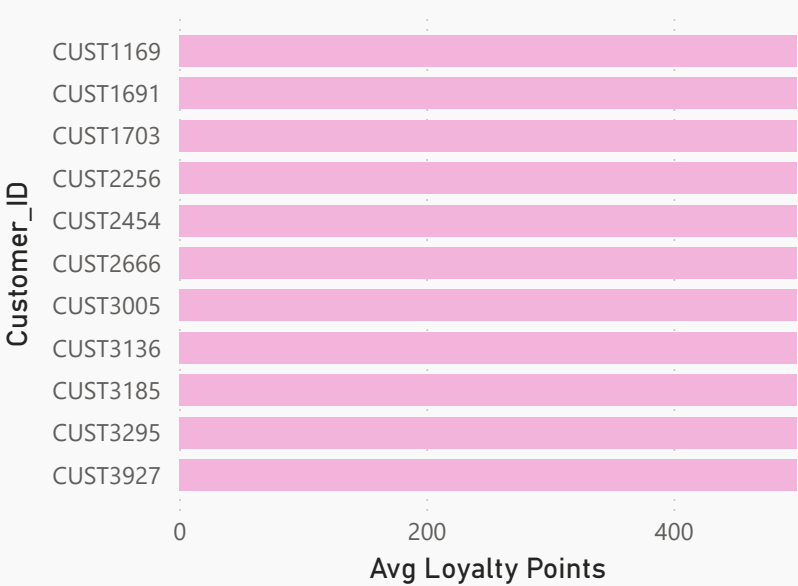
Insights:
Customers aged 46–60 generate the highest net revenue, making them the most valuable age group for your business.

Average of Browsing_Time_mins and Conversion Rate by Browsing Time



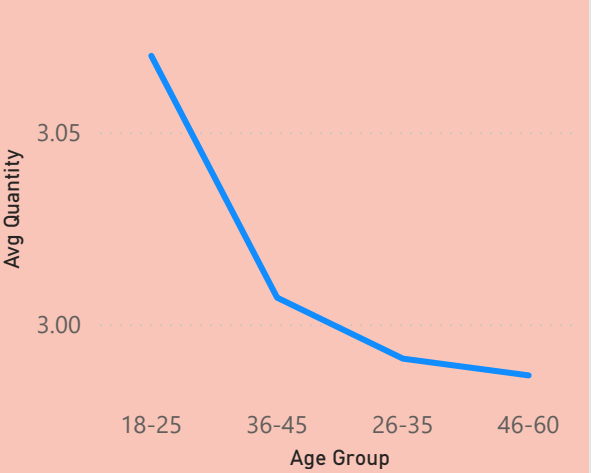
Insights:
Users who browse for 20–30 minutes show the highest conversion rate, even though the 40+ minute group spends the most total browsing time.

Avg Loyalty Points by Customer_ID



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

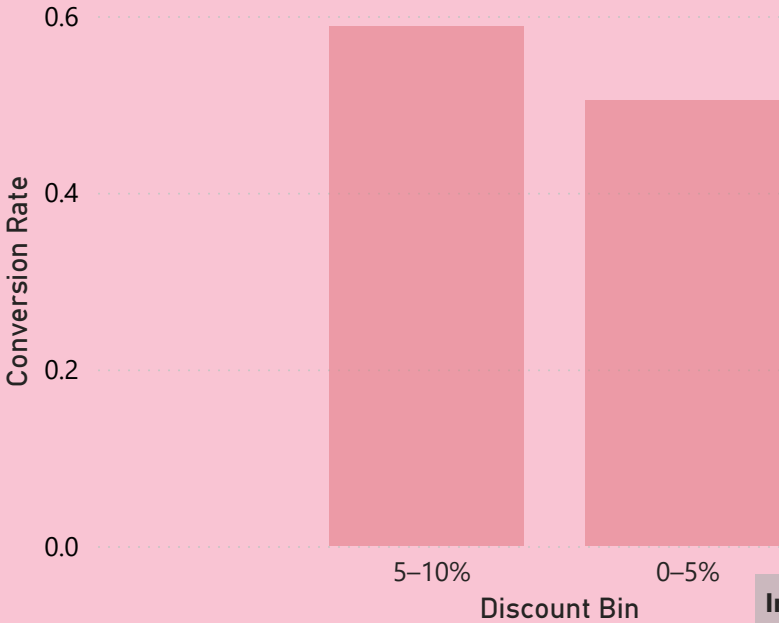
☐ 45+

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	4	12,400.70
Total		9024	2,45,10,698.60

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.