**Problem Statement:**

Myntra, a prominent online fashion and lifestyle retailer in India, seeks to improve its market position by leveraging insights from social media and customer reviews. As new business analysts, your task is to assess Myntra's online reputation, identify emerging trends, and provide strategic recommendations. This project will help you develop analytical skills without requiring advanced technical tools.

**Business Use Cases:**

Brand Perception: Understand how customers perceive Myntra through social media and reviews.

- Customer Satisfaction: Identify key areas affecting customer satisfaction and suggest improvements.

- Market Trends: Discover emerging fashion trends and customer preferences.

- Competitive Landscape: Evaluate Myntra's position relative to competitors and identify opportunities for differentiation.

**Approach:**

1. Data Collection:

- Gather data from social media platforms and review sites.

- Use relevant hashtags and keywords on platforms like Twitter, Instagram, Facebook, and Google Reviews.

2. Brand Perception Analysis:

- Analyze how customers perceive Myntra based on social media discussions and reviews.

3. Customer Sentiment Analysis:

- Categorize social media posts and reviews into positive, negative, or neutral sentiments.

- Identify major themes and sentiments associated with Myntra..

4. Market Trends Identification:

- Track fashion trends and customer preferences from social media posts and influencer content.

5. Competitive Landscape Assessment:

- Compare Myntra with key competitors like Amazon Fashion, Flipkart, and AJIO.

- Analyze differences in customer satisfaction, product range, and market presence.

6. Strategic Recommendations:

- Develop actionable strategies based on the analysis to enhance Myntra's market position.

Detailed Task Breakdown

**Step 1: Introduction to Social Media and Review Analysis**

1. Understanding Social Media and Review Analysis:

- Social media and reviews provide insights into customer opinions, market trends, and brand perception.

**2. Setting Up:**

- Choose platforms to focus on (e.g., Twitter, Instagram, Facebook, Google Reviews).

- Identify relevant hashtags (Myntra, fashion, style, onlineShopping).

**Step 2: Data Collection**

1. Collecting Social Media Posts:

- Search for posts mentioning Myntra on Twitter, Instagram, and Facebook.

- Identify the context of these posts (positive, negative, neutral).

- Look for themes such as product quality, delivery service, and customer service.

**2. Collecting Customer Reviews:**

- Visit popular review sites like Google Reviews, Trustpilot, and Myntra’s product pages.

- Extract key points from customer reviews.

Step 3: Brand Perception Analysis

1. Analyzing Brand Perception:

- Review social media posts and customer reviews to determine how customers perceive Myntra.

- Identify common descriptors and sentiments (e.g., stylish, reliable, poor customer service).

**Step 4: Customer Sentiment Analysis**

1. Analyzing Sentiments:

- Categorize posts and reviews as positive, negative, or neutral.

- Summarize the overall sentiment towards Myntra.

- Identify key drivers of positive and negative sentiments (e.g., product quality, delivery speed).

Step 5: Market Trends Identification

1. Tracking Fashion Trends:

- Monitor social media for emerging fashion trends and popular styles.

- Identify influencers and posts driving fashion conversations.

- Note any recurring themes or trends (e.g., sustainable fashion, ethnic wear).

**Step 6: Competitive Landscape Assessment**

1. Identifying Competitors:

- Research main competitors like Amazon Fashion, Flipkart, and AJIO.

- Gather information on their strengths and weaknesses from social media and reviews.

2. Comparing Myntra with Competitors:

- Compare product range, pricing, customer satisfaction, and social media presence.

- Identify Myntra’s competitive advantages and disadvantages.

**Step 7: Strategic Recommendations**

1. Developing Recommendations:

- Based on your analysis, suggest strategic actions for Myntra.

- Focus on enhancing customer satisfaction, product offerings, and marketing strategies.

**Results:**

- Detailed analysis of Myntra’s brand perception.

- Insights into customer sentiments from social media and reviews.

- Identification of current market trends in fashion.

- Comparative analysis of Myntra and its competitors.

- Strategic recommendations for improving Myntra’s market position.