



<hacker-ramp/>

weforthe

Team Name : The Geek Chics

Team Details: Netaji Subhas University of Technology, Delhi

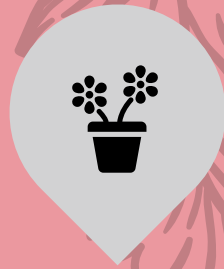
Member 01: Medha Mishra (+91 98118 56856 | medha.mishra.ug22@nsut.ac.in)

Member 02: Ananya Gulati (+91 98106 69793 | ananya.gulati.ug22@nsut.ac.in)

What does this Gen Z generation aspire for?



GOOD GRADES
AND CAREER



A FEEL-GOOD
FACTOR



A HAPPENING
SOCIAL LIFE

What are the challenges we face every day?



SOCIETAL
EXPECTATIONS



MONETARY
LIMITATIONS



EXHUAUSTING
COMPARISONS

#MyntraOnBudget

The young minds have a frenzy for everything, be it a study-roulette day or a day to rock your partying skills, they want to ace it all. Driven by their aesthetic Pinterest boards, street styled supermodels, and the latest influencer trends, the fashion clock of this generation evolves effortlessly with the time clock. **#MyntraOnBudget is a pocket friendly initiative by Myntra where we cater to fulfilling the fashionistas in our youngest generations, keeping in mind the budget constraints exercised on them by their parents.** We believe in our motto, "Myntra is a one stop shop for all your fashion and lifestyle needs."⁵



#MyntraOnBudget: Explaining the model



#MyntraOnBudget: Diving into the technicalities

Technical Steps

- Data Collection
- Data Preprocessing
- Model Training
- Popularity Metric
- Recommendation Engine
- User Interface Design
- Integration
- Testing and Validation
- Continuous Improvement

Probable Technological Requirements

- **Data Collection and Preprocessing:** Python (Pandas, NumPy) & SQL
- **Recommendation System:** Scikit-learn & Surprise
- **Popularity Metric Calculation:** Pandas & Scikit-learn
- **Budget and Category Filtering:** SQL & Pandas
- **Personalized Recommendations:** Scikit-learn
- **Model Deployment and Monitoring:** Docker, Kubernetes, & AWS/GCP/Azure
- **User Interface and Interaction:** JavaScript (React, Vue.js), HTML/CSS & RESTful APIs
- **Feedback Loop and Continuous Improvement:** Python, SQL & Data Visualization Tools (Tableau, Power BI)



#MyntraOnBudget: What we bring to the table?



Close the gap

Our model makes consumer lives easier, and no other product on the market offers the same features as we do. We spread across age, financial and geographical barriers of any kind.



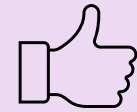
Target audience

Gen Z (18-25 years old). More than 50% of Gen Z worldwide find online shopping convenient and hassle-free. **This exponentiates the engagement on Myntra across different platforms.**



Cost savings

Reduce expenses, as we predict a shopping cart in the budget and preferences suggested by the customers, and they have to take minimal pains and expenditures for replacement products



Easy to use

Simple design that gives customers the targeted information they need as per the inputs provided by them.