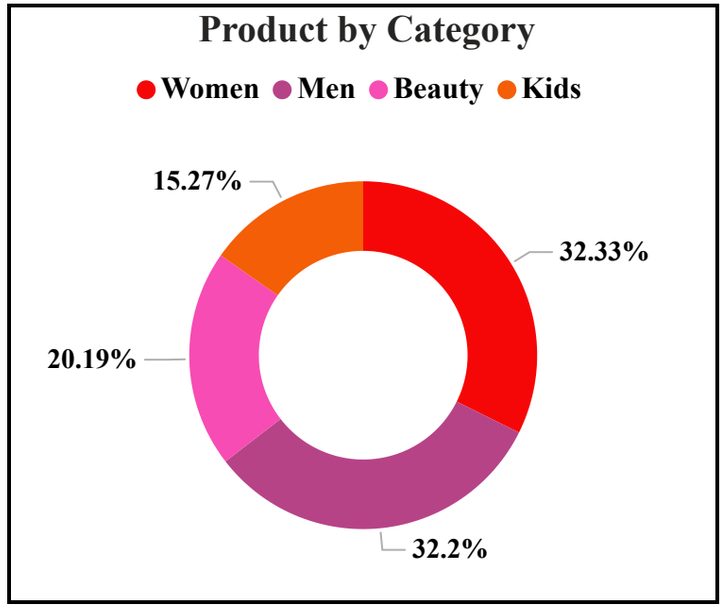
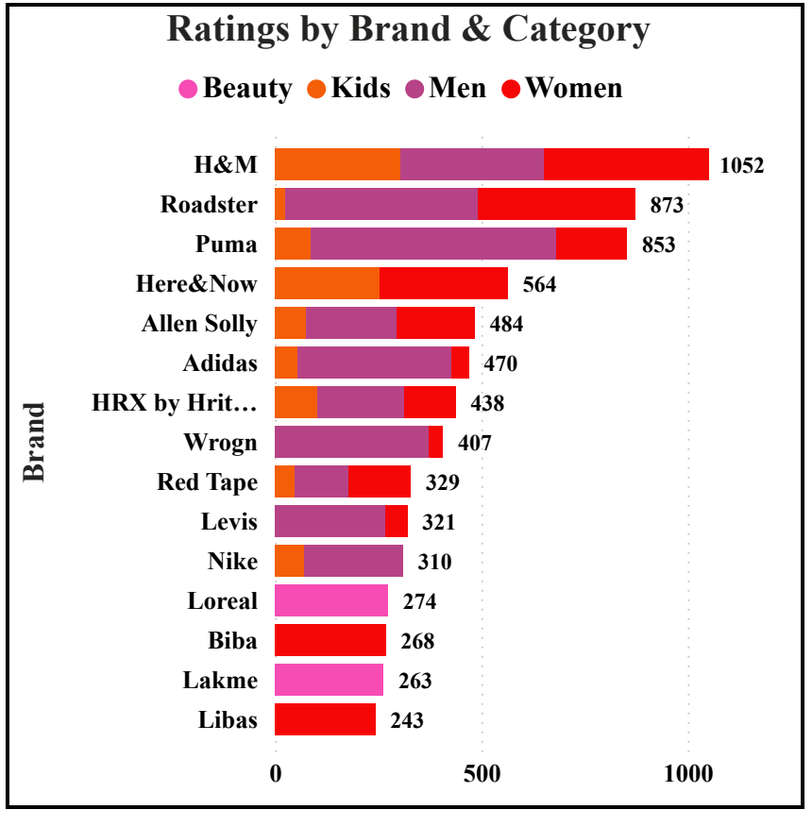
Myntra Product Analytics Overview

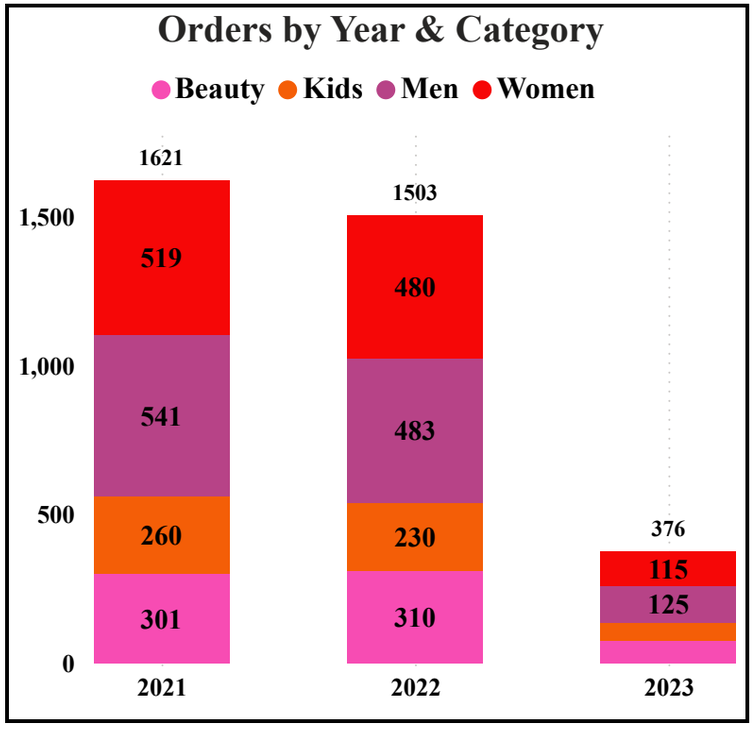
2021 | 2022 | 2023

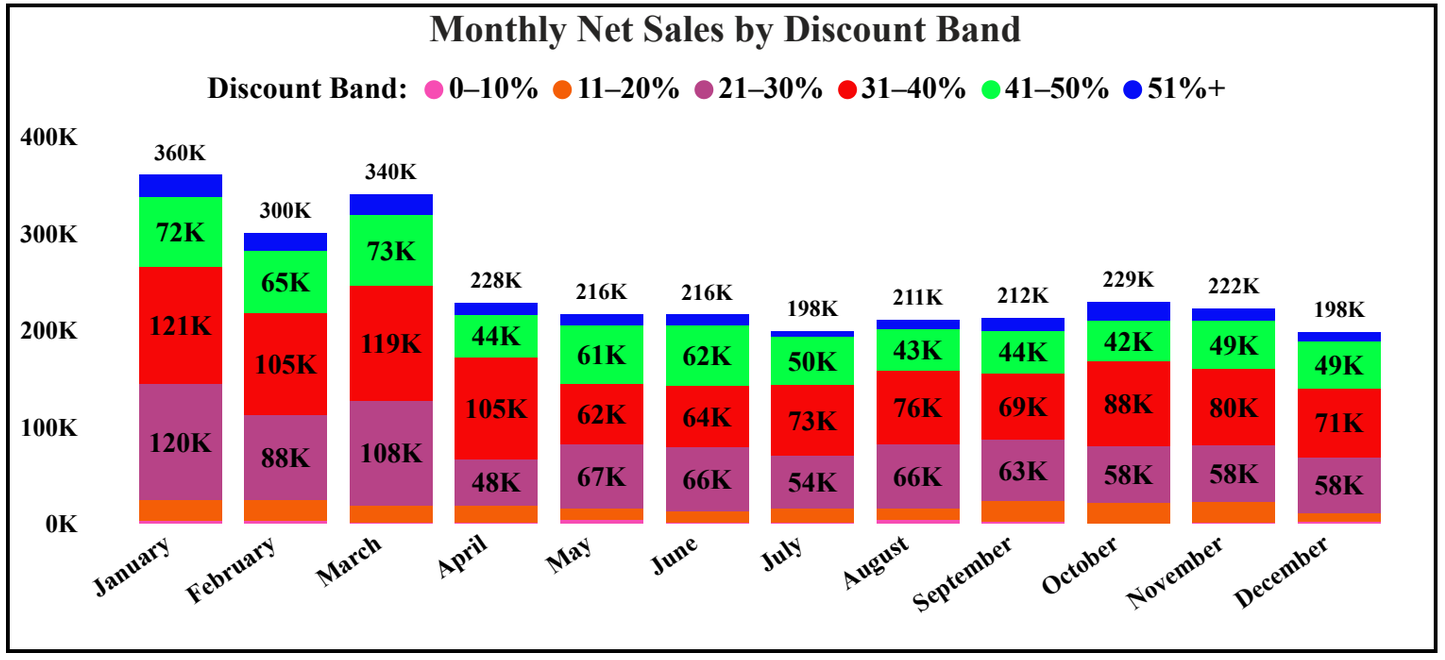
Total Unique Brands	Total Orders	Total Unique Customers	Total Revenue	Avg. Discount(%)	Total Products
72	3500	100	3M	0.36	3071

Beauty | Kids | Men | Women







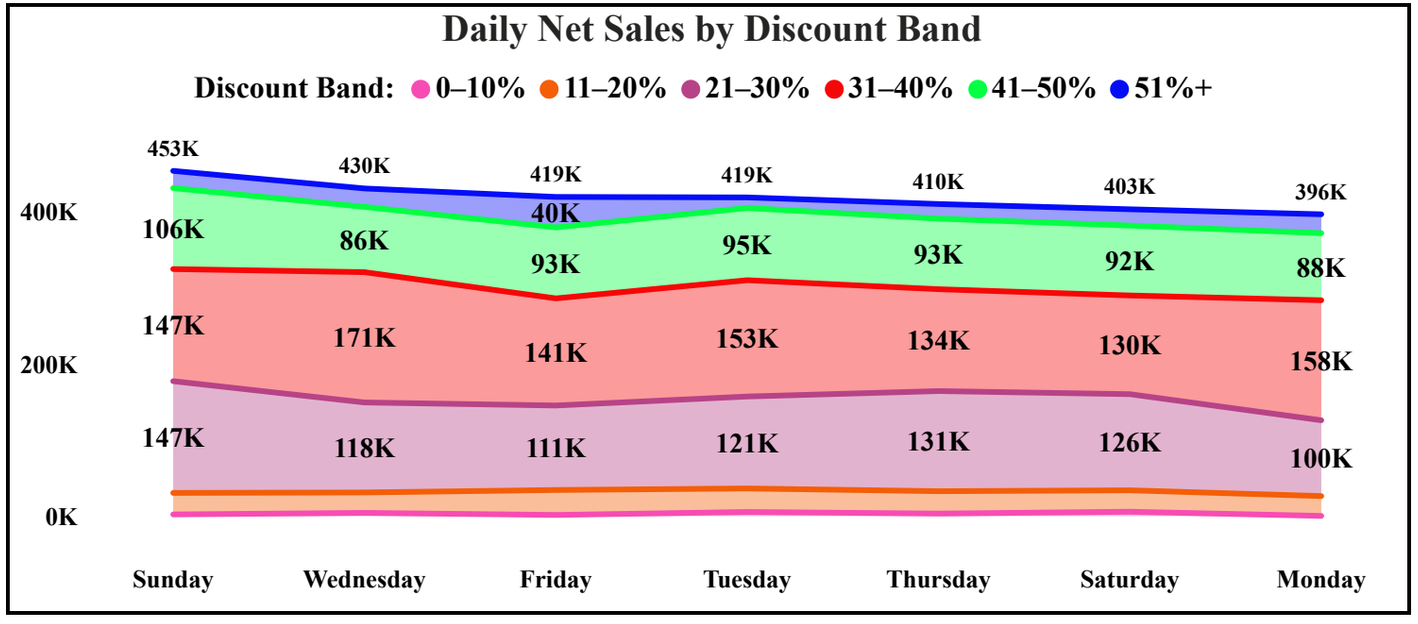


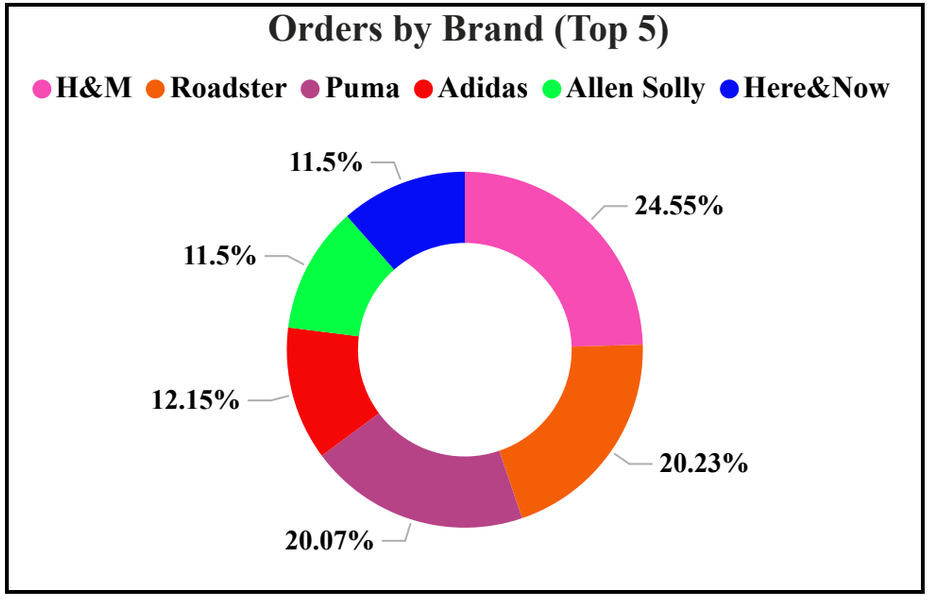
Note:

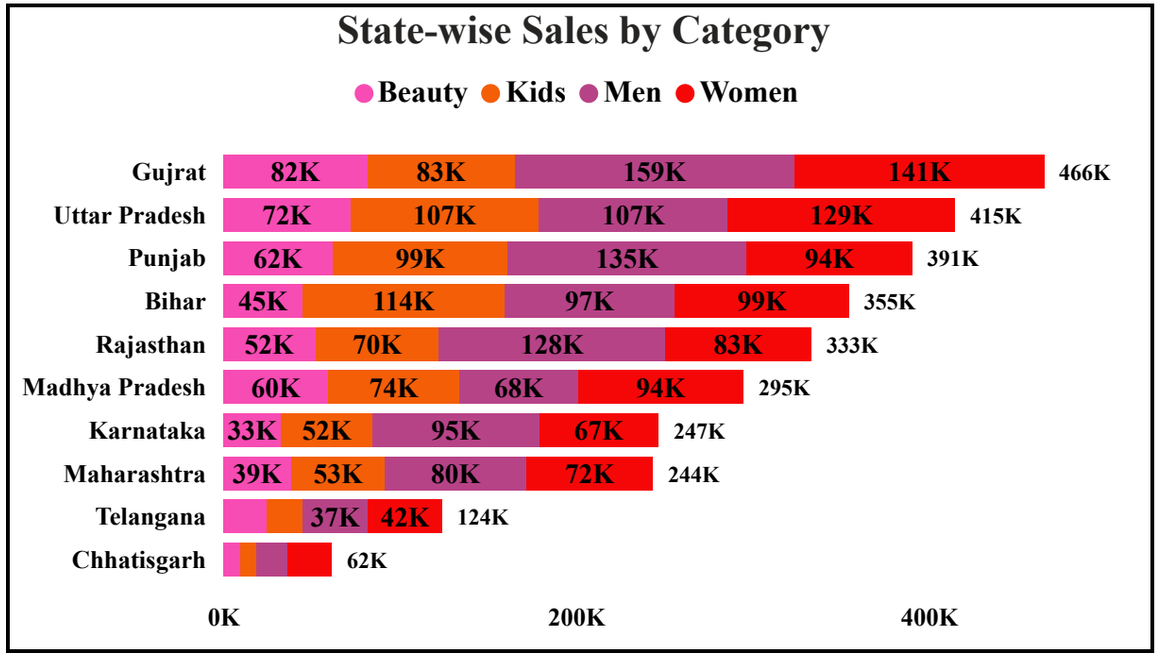
The *Discount Band* column was created by grouping Discount% into ranges:
0–10%, 11–20%, 21–30%, 31–40%, 41–50%, and 51%+. This allows clear comparison of monthly and daily sales across different discount levels.

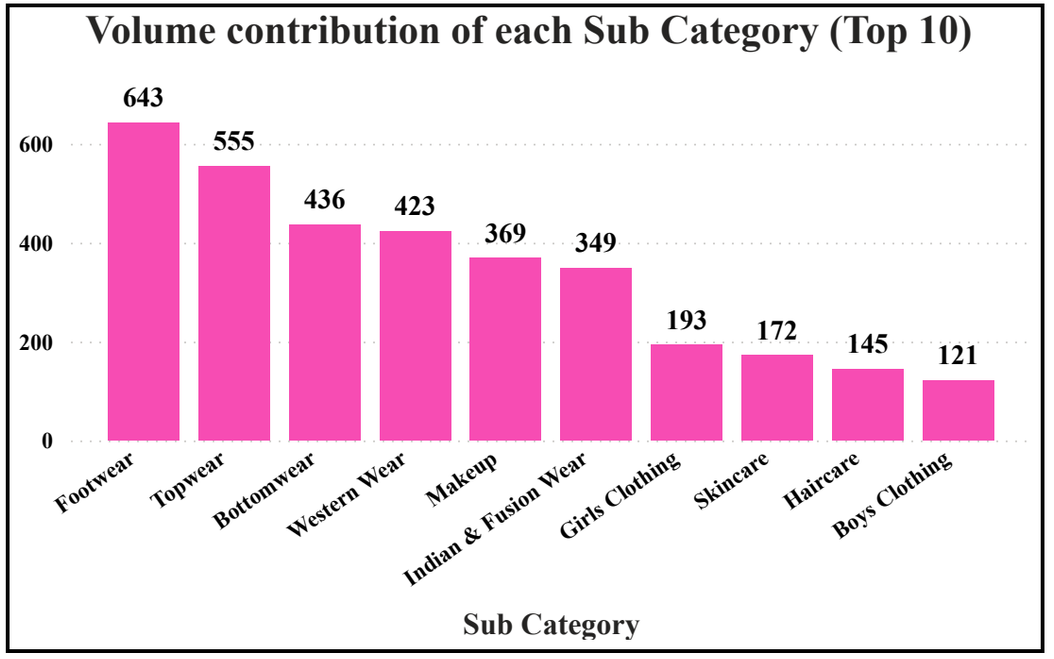
Monthly net sales analysis shows that early months performed strongly, with 31–40% and 21–30% bands contributing the most.

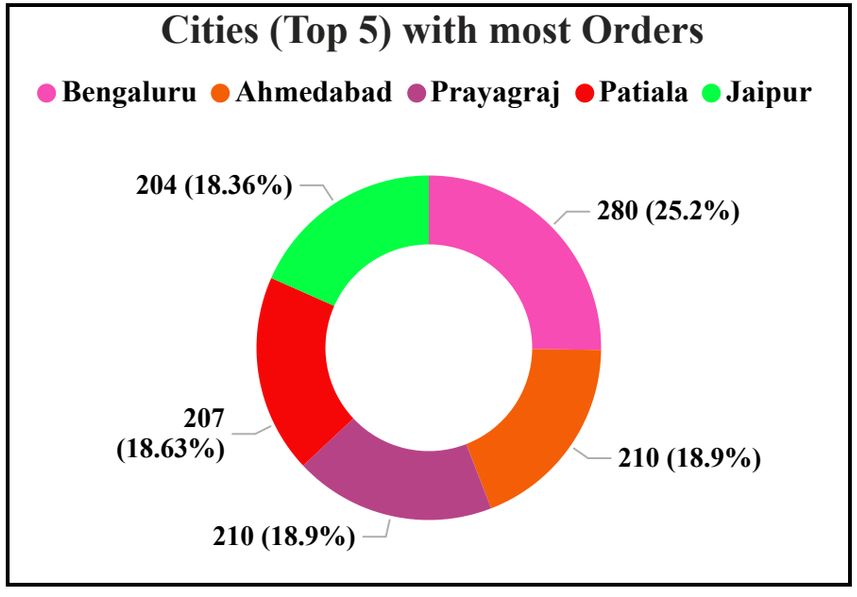
Daily trends reveal that weekends and mid-week days see higher sales, while Mondays generally record the lowest.











Note:

Gujarat **leads in state-wise sales, driven by strong performance in** ***men's*** **and** ***women's categories*****, while** ***beauty contributes*** **the least.**

Footwear **is the top subcategory by order volume, with** ***boys' clothing*** **at the bottom.**

Bengaluru **ranks highest in city-wise orders, followed by** ***Ahmedabad*** **and other key cities.**

Myntra Product Analytics Overview (2021–2023)

- The dataset spans three years, covering product sales, customer behavior, brand performance, and regional trends.
- It includes details across key categories: **Men**, **Women**, **Kids**, and **Beauty**, with a balanced mix of over 70 brands and thousands of unique products.
- **Women's** and **Men's** categories have the highest product availability and order volumes across all years, with **Beauty** and **Kids** showing smaller shares.
- Over the years, the **Men** category consistently recorded the most orders, followed closely by **Women**, with other categories trailing.
- A custom **Discount Band** was created to group discount percentages into structured ranges (e.g., 0–10%, 11–20%, etc.), enabling clearer analysis of discount impact on sales.
- Monthly sales trends indicate stronger performance in the early part of each year, especially in the **31–40%** and **21–30%** discount bands.
- **Daily sales analysis** shows that **weekends and mid-week days** typically drive higher revenue, while **Mondays** experience lower activity.
- In terms of brand performance, **H&M**, **Roadster**, and **Puma** emerge as top brands both in ratings and order volume, especially in the **Men** and **Women** categories.
- **Footwear** is the leading subcategory by volume among the top 10, while **Boys Clothing** sees the least contribution.
- **Gujarat** leads in state-wise sales, driven largely by Men and Women categories, with Beauty contributing the least.
- **Bengaluru** ranks as the top-performing city by orders, followed by a mix of metro and tier-2 cities like **Ahmedabad**, **Prayagraj**, **Patiala**, and **Jaipur**, indicating broad geographic engagement.