Myntra Fashion Clothing

Aim

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India.] The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

We will be using data science skills to identify the apparel type that customers favours and their prices. To identify the parameter that attracts customers to make purchase.

Is it number of images, or colours, or brand name or price?

Problem Statement

The Myntra have shared the dataset with you to identify the attributes to increase sales. You are working as Lead consultant and your key role is to identify the parameters that are extremely important while making a decision.

As a lead consultant you also have to show the results to your client and managers so it's advised to create charts while you perform analysis and write down the insights in some separate sheet that you can refer later on.

Some of the problems can be easily identified while solving the scenarios and tasks shared here but you are also required to further share your key points in the Conclusion.

Exploratory Data Analysis (EDA) is an approach to analysing data sets to summarize the main characteristics of data by often using statistical graphs and other visualization methods such as by the use of statistical graphs.

Task1

1. Univariate analysis of each variable
2. Bivariate Analysis of categorical vs numerical variables (Take target variable as fixed variable here)
3. Multivariate Analysis of categorical and numerical variables
4. Check distribution of variables

Task2

1. Create a new Column "NewGender" to analyse further its distribution. Going forward we will consider this group for tasks
   Logic Applied
   - i. Include Boys & Men as Men
   - ii. Include Girls & Women as Women
   - iii. Include Unisex & Unisex Kids as Unisex
2. Complete the analysis of NewGender along with other categorical cols.

Task3

1. Create a new Column "DescriptionLength" to analyse further its distribution.
   Logic Applied
   a. Each record of DescriptionLength is equal to the number of chars in Description
2. Complete the analysis of DescriptionLength along with other categorical cols.
3. Isn't it important to check if attribute information is also included in Description? Complete this task before answering it.
4. Also check if attribute information is also included in ProductName

Task4

1. Create a new Column "AgeGroup" to analyse further its distribution.

   Logic Applied

   - i. Include Boys, Girls & Unisex Kids as Kids
   - ii. Include Men, Women & Unisex as Adults

2. Complete the analysis of NewGender along with other categorical cols.