

MYNTRA PRODUCT PERFORMANCE & DISCOUNT INSIGHTS

TOTAL
PRODUCTS

527K

AVG RATING

4.09

AVG
DISCOUNT%

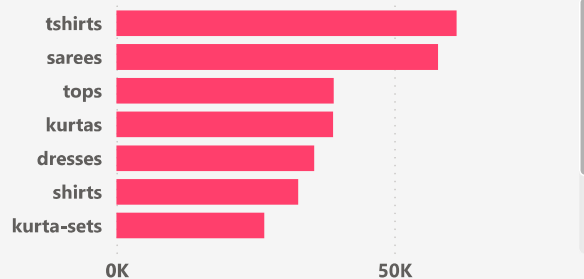
42.01

GENDER

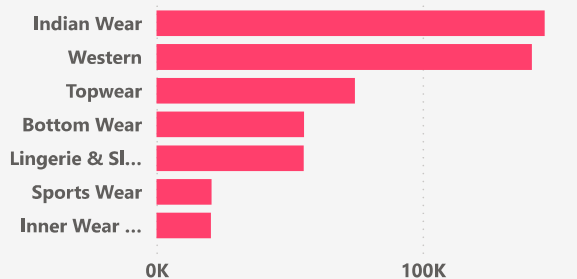
☐ Men

☐ Women

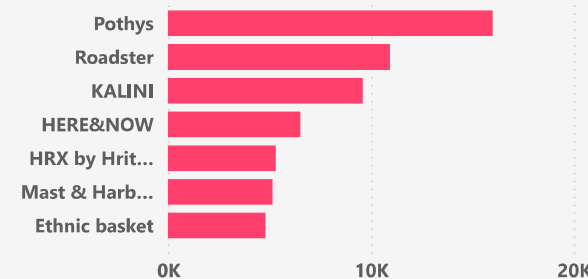
Top 10 Individual Categories



Top Categories

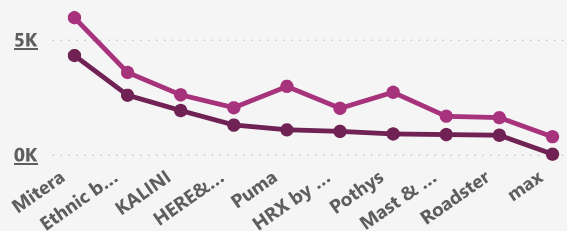


Top 10 Brands

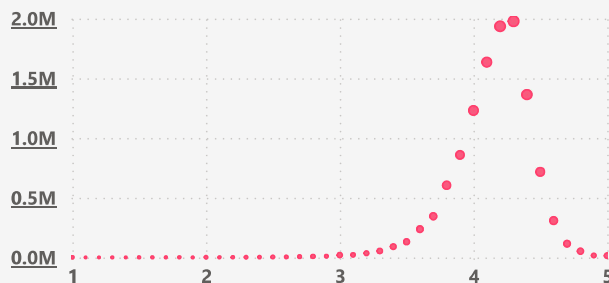


Original Price Vs Discount Price

● Average of Discount_Amount ● Average of OriginalPrice (in Rs)

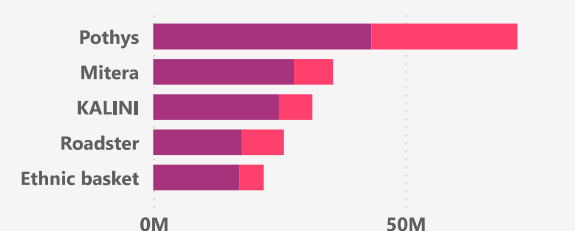


Reviews Vs Ratings



Brand Vs Discount Given

● Sum of OriginalPrice (in Rs) ● Sum of DiscountPrice (in Rs)



MYNTRA CUSTOMER AND CATEGORY PERFORMANCE INSIGHTS

TOTAL
PRODUCTS
527K

AVG RATING
4.09

AVG
DISCOUNT%
42.01

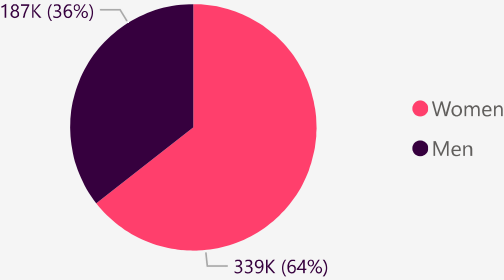
SEGEMENT DISTRIBUTION

● Women ● Men

Women

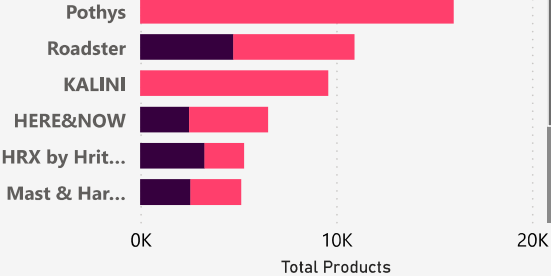
Men

PERCENTAGE SHARE BY GENDER

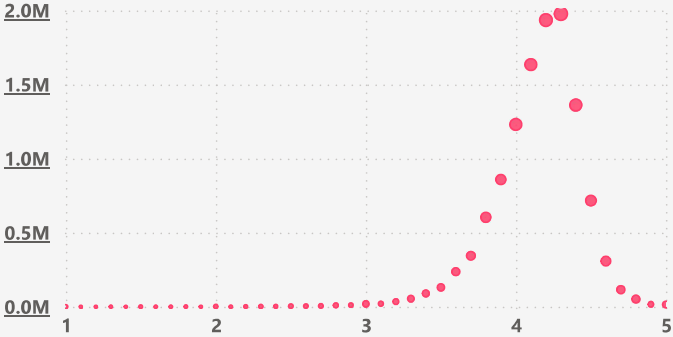


TOP 10 BRANDS PER GENDER

● Men ● Women

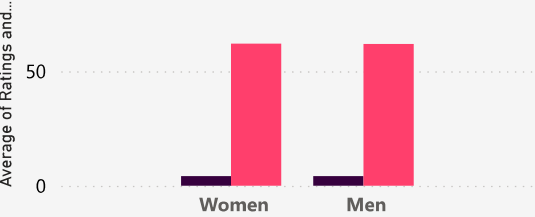


Reviews Vs Ratings



RATING VS REVIEW PER GENDER

● Average of Ratings ● Average of Reviews



BrandName	Category	Total Products	Average of Ratings	Average of Reviews
Ethnic basket	Indian Wear	4790	3.60	
HERE&NOW	Bottom Wear	1368	3.85	
HERE&NOW	Indian Wear	526	3.99	
HERE&NOW	Lingerie & Sleep Wear	160	4.10	
HERE&NOW	Plus Size	3298	4.09	
HERE&NOW	Sports Wear	7	4.11	
HERE&NOW	Topwear	1123	4.12	
HERE&NOW	Western	33	4.01	

BrandName

- ☐ 1 Stop Fashion
- ☐ 109F
- ☐ 20Dresses
- ☐ 250 DESIGNS
- ☐ 2GO
- ☐ 39 THREADS