



Myntra Fashion Product Analysis

Company Ethos : A Fashion & Lifestyle Company

Parent Company : Flipkart

CEO : Nandita Sinha

Target Segment : Urban 18-35 yrs. Men + Women

Categories : Home, Beauty & Lifestyle Products

Total Products

40

Total Orders

3500

Discount%

35.51

Avg Rating

4

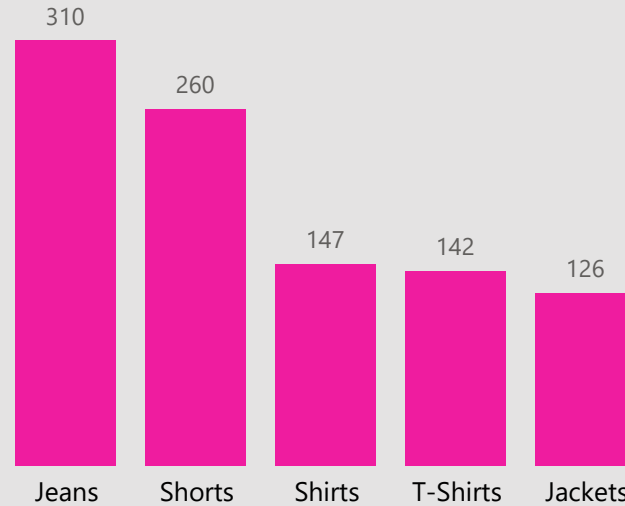
Total Sales

1.88M

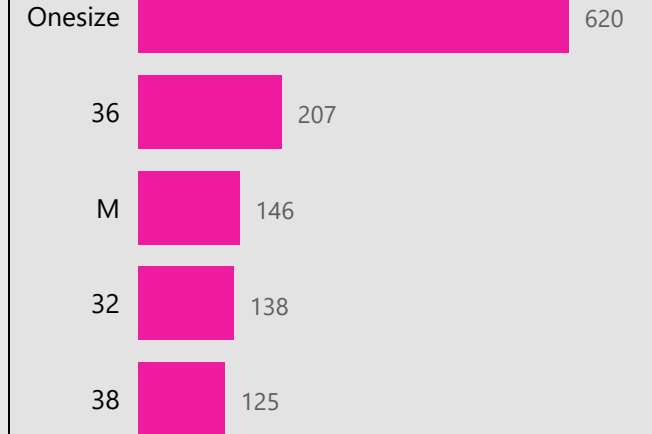
Total Brands

72

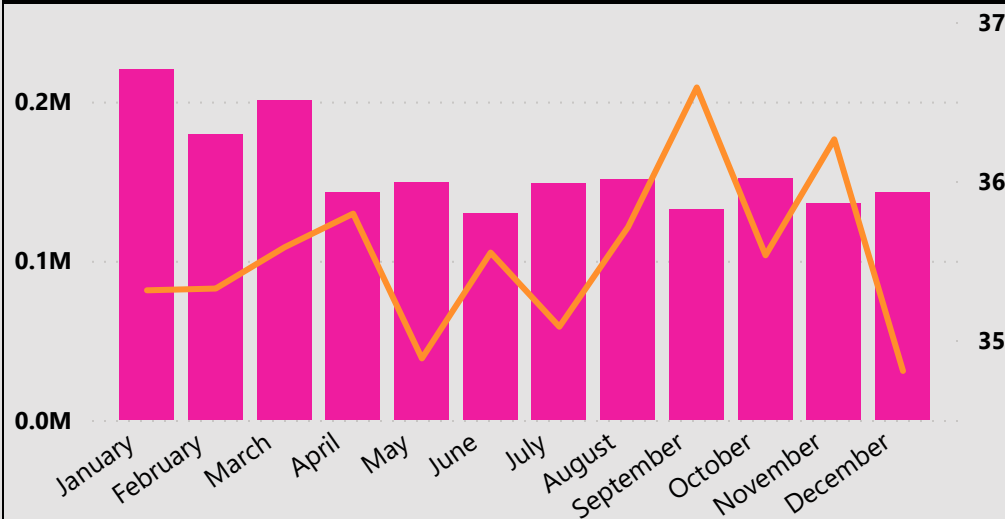
Major Products



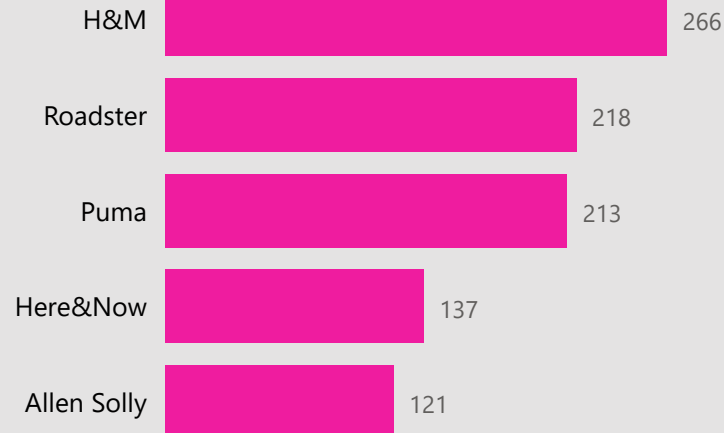
Common Sizes



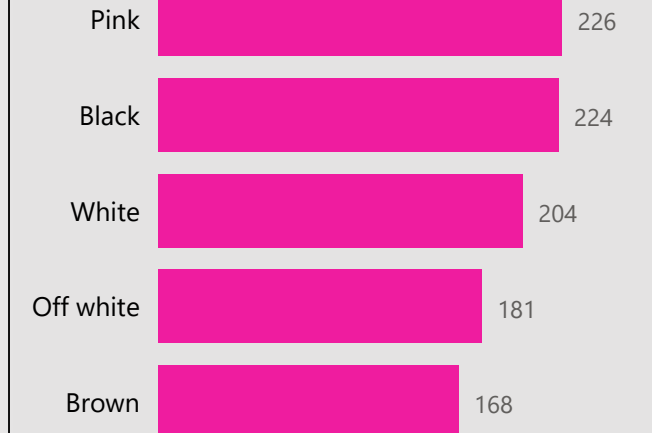
Sales & Discount Trend By Month



Top Brands



Most Prefrable Colours





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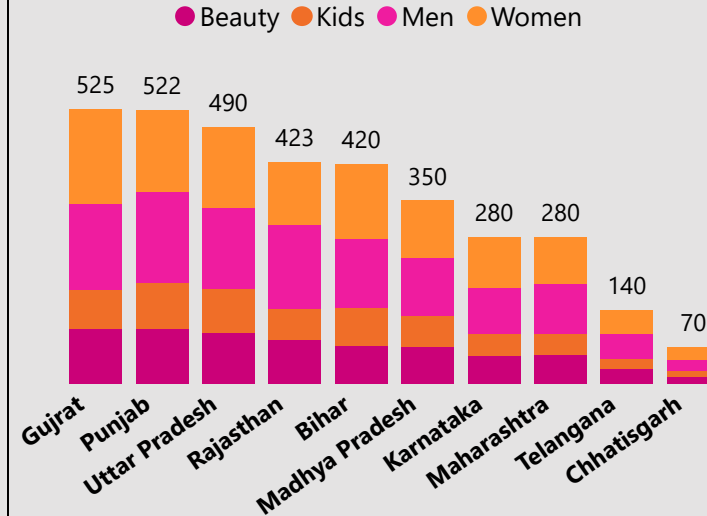
1.88M

Total Brands

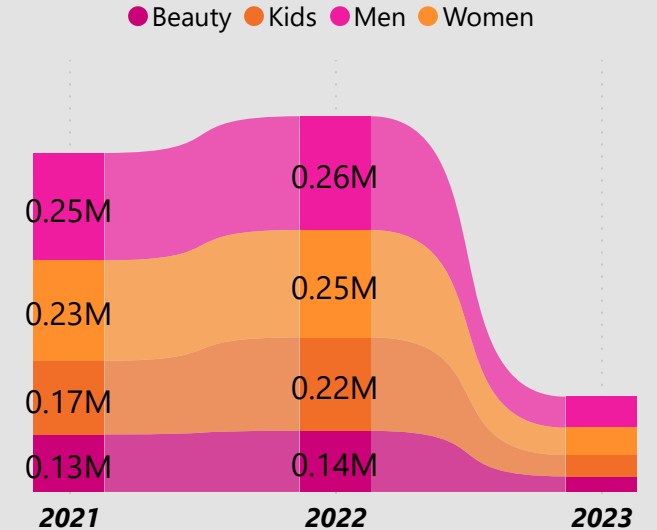
72

Brands	Total Orders	Avg Sales	Avg Discount
<input type="checkbox"/> Moms Home	6	1,069.00	30.00
<input type="checkbox"/> Puma	246	1,014.73	37.35
Sandals	20	2,523.10	36.10
Jackets	37	1,197.84	41.76
T-Shirts	28	1,182.77	38.50
Pants	24	1,148.59	37.38
Sweatshirts	22	961.92	41.50
Flats	10	880.30	16.80
Shorts	46	757.82	35.43
Casual Shoes	22	609.20	35.68
Shoes	18	507.98	39.56
Sports Shoes	19	357.18	38.79
<input type="checkbox"/> Crocs	12	958.85	30.83
<input type="checkbox"/> Sangria	17	877.56	38.59
<input type="checkbox"/> Mochi	11	841.48	33.64
<input type="checkbox"/> Hopscotch	6	787.33	35.83
<input type="checkbox"/> Bumzee	10	785.88	30.90
Total	3500	538.24	35.51

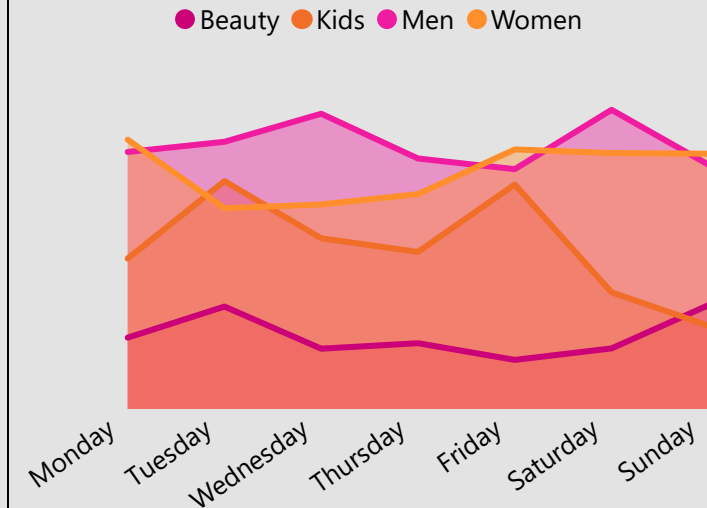
State-wise Distribution of Orders



Category Ranking By Sales



Sales By Weekdays



Orders Distribution

