

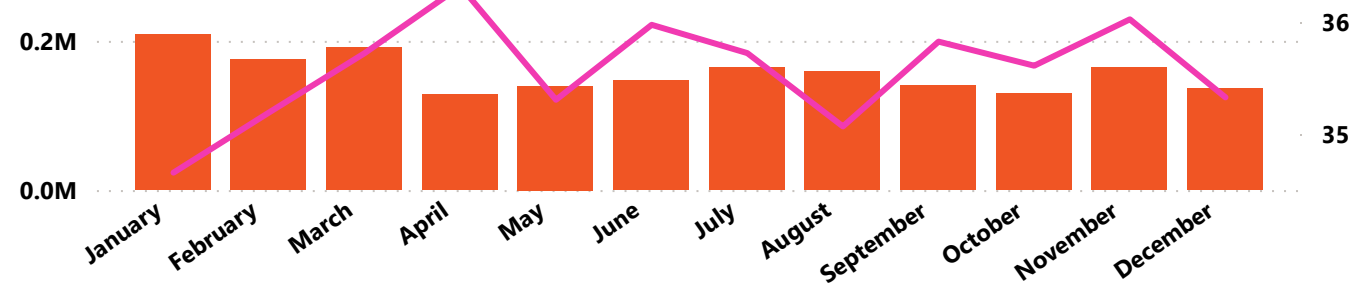
# Myntra Analysis



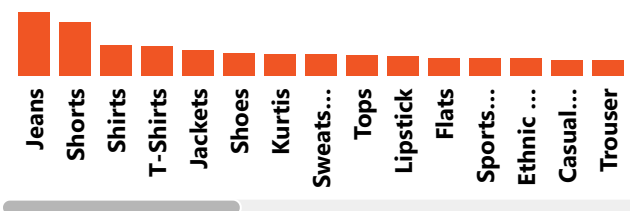
2021 2022 2023



### Sales & Discount Trend By Month



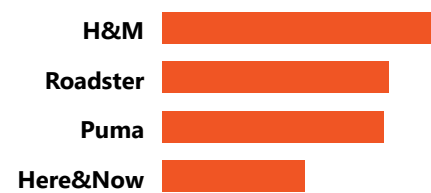
### Products Distribution



### Size Distribution



### Brands Distribution



### Color Distribution



Products  
40

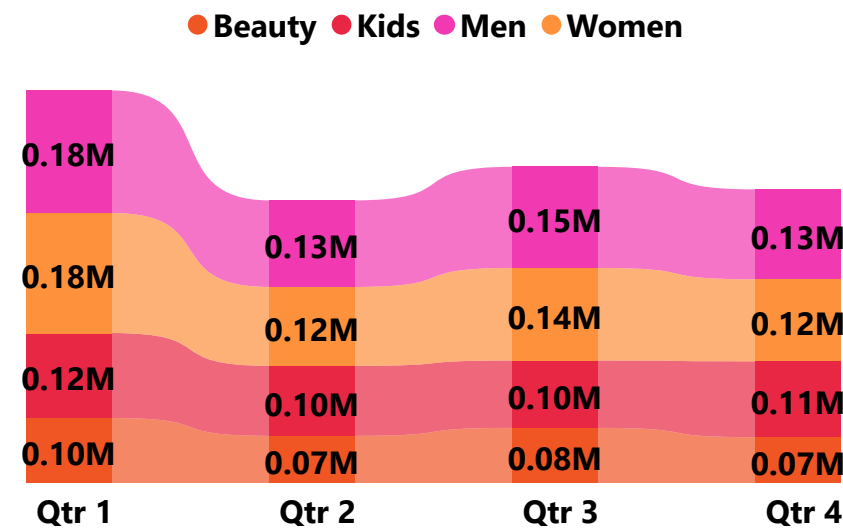
Avg Rating  
4.00

Orders  
3500

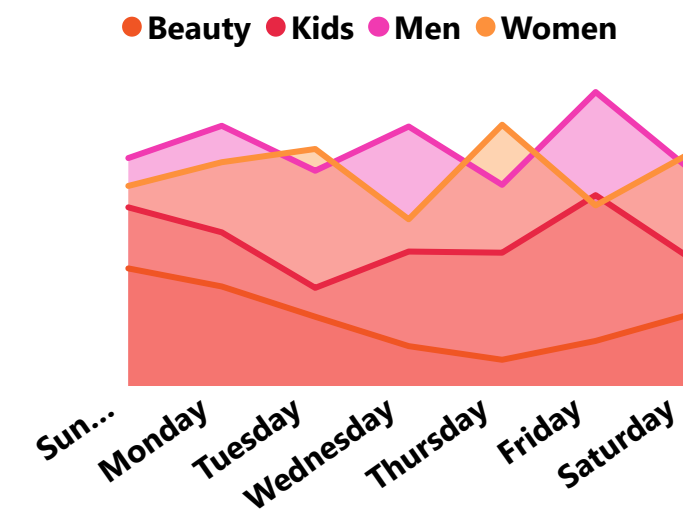
Discount%  
35.51

Total Sales  
1.88M

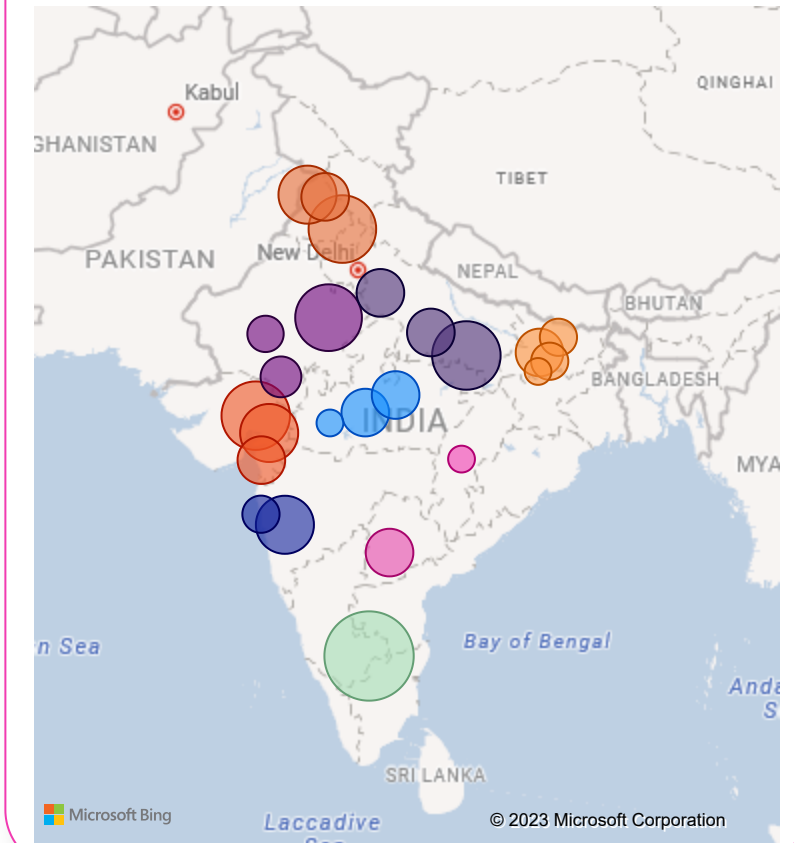
### Category Ranking By Sales



### Sales By Weekdays

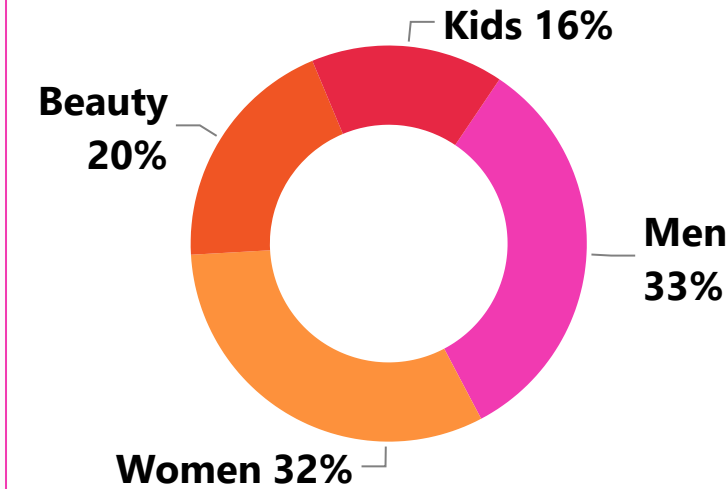


### Orders Distribution By Region

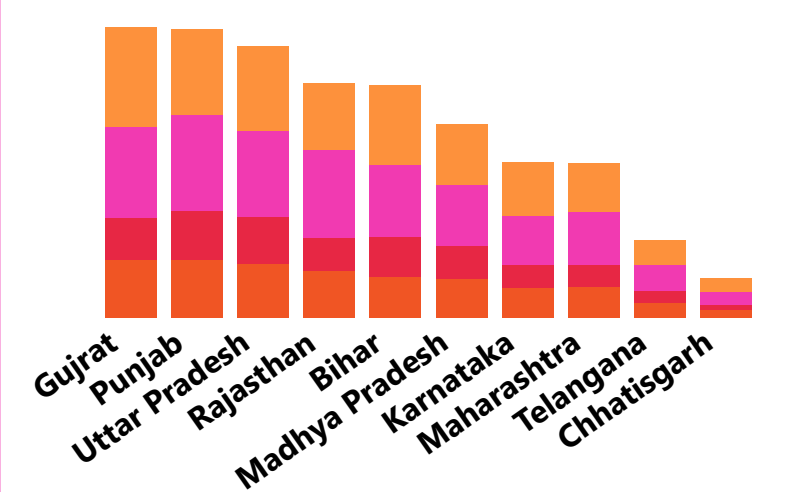


Brands	Orders	Avg_Sales	Avg_discount
H&M	301	527.77	35.97
Roadster	248	484.72	35.65
Puma	246	1,010.86	37.35
Adidas	149	484.19	35.98
Allen Solly	141	400.12	36.01
Here&Now	141	563.94	35.41
Wrogn	132	423.51	34.83
HRX by	120	507.82	34.55
Total	3500	537.78	35.51

### Orders Distribution



### State-wise Distribution of Orders



# Insights...

1. Men were on rank-1 for in year 2021 & it dropped down to rank-2 in 2022 in terms of sales and rank of women for same has raised from 2 to 1.
2. Quarter wise there is no change in rank for any category or we can quarterly rank was constant.
3. There is 29% decrease in sales for men category from Qtr-1 to Qtr-2, & which is 34% in the case of women, 18% for kids and 27% in beauty products category.
4. Ahmedabad city is placing highest orders in Gujrat, Bengaluru is highest order placing city which is in Karnataka.
5. Cantabil brand is offering least discount for women's jeans
6. Highest sales by men were made on Friday.