

Power Bi Project Myntra Analysis

Presented by
Hrithik



Index

1

Overview of the project

2

Data Source & Methodology

3

Key Insights

4

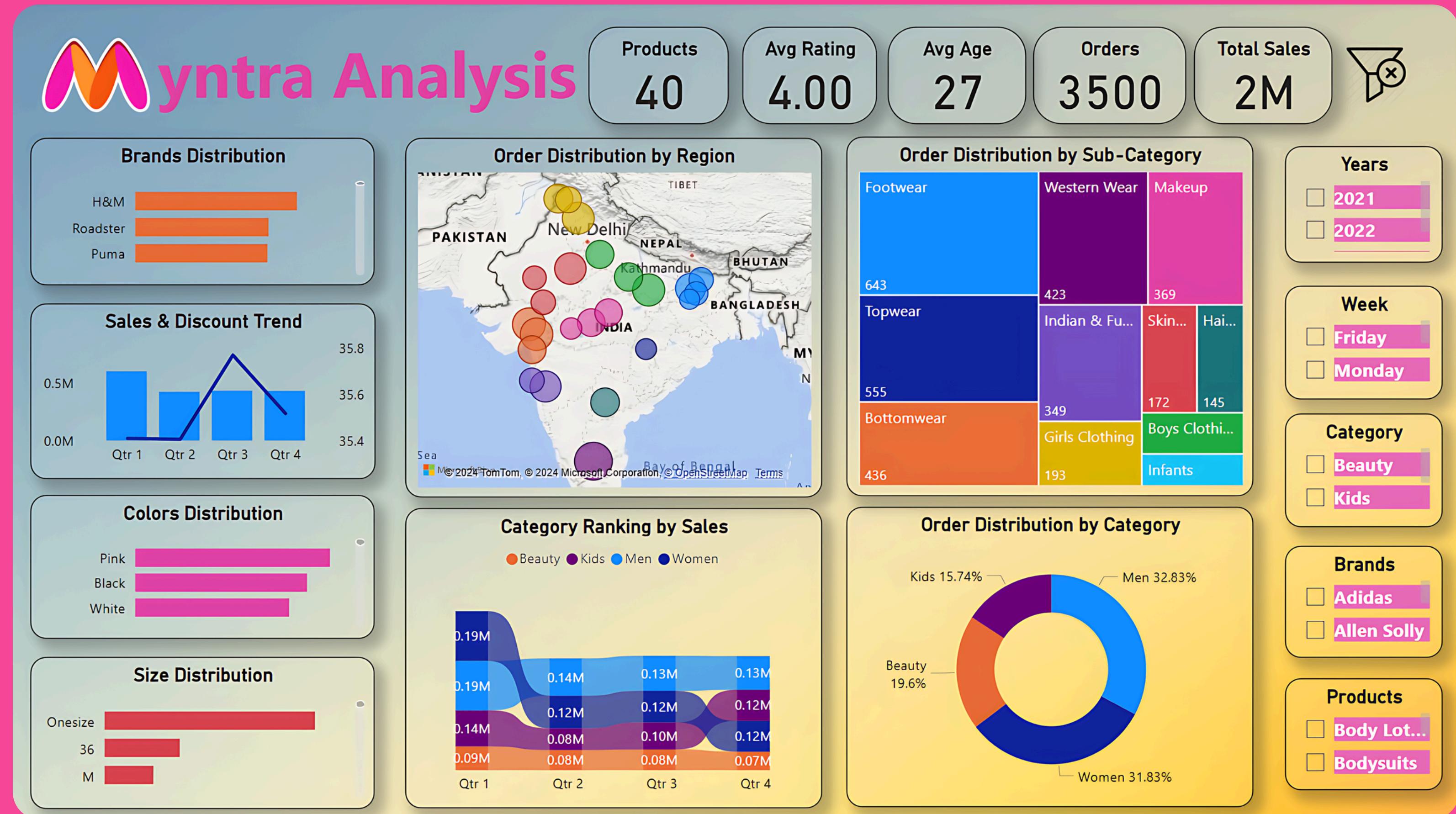
Conclusion

About the project

This project is about studying the sales information and distribution system of Myntra. This project focuses on different measures including total sales, order distribution, and performance of various categories. The main aim is to obtain useful knowledge that would facilitate proper management of stock as well as effective marketing strategies.



Overview of the Dashboard

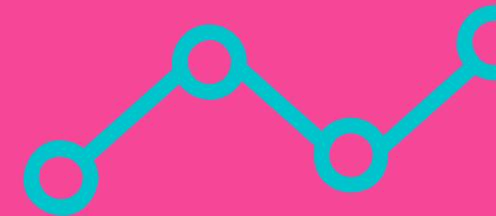




Description

This dashboard provides a comprehensive analysis of Myntra's product sales and distribution. It includes KPIs such as total sales, average rating, average age of customers, total orders, and product count.

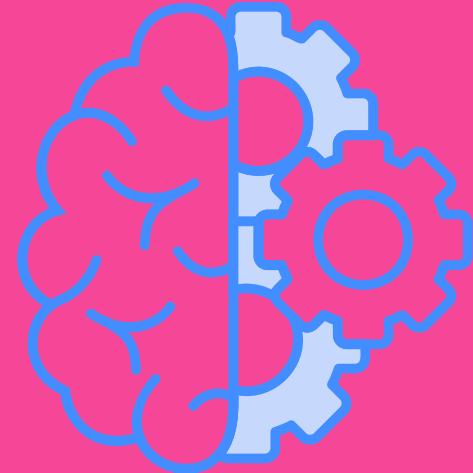
The dashboard is divided into various visualizations, including order distribution by region, sub-category, and category, sales and discount trends, brand distribution, color and size distribution, and category ranking by sales.



Data Source

The dataset used for this analysis was sourced from Kaggle, a popular platform for datasets and data science competitions. It includes three tables:

- **dim_products:** Contains Product ID, Category, Sub-category, Product Name, Brand Name, Size, Color, Ratings
- **dim_customers:** Contains Customer ID, Customer Age, City, State
- **fact_orders:** Contains Order ID, Customer ID, Product ID, Date, Original Price, Discount%, and additional calculated columns such as weekdays and selling prices.



Methodology

We used Power BI to analyze the data and make it easier to understand. We used different DAX functions to calculate important figures and create visualizations. We also made sure the data was accurate by cleaning and transforming it. Some key steps we took included figuring out the selling price based on the original price and discount and adding a column to analyze data by weekdays.



Key
Insights



Sales and Discount Trends

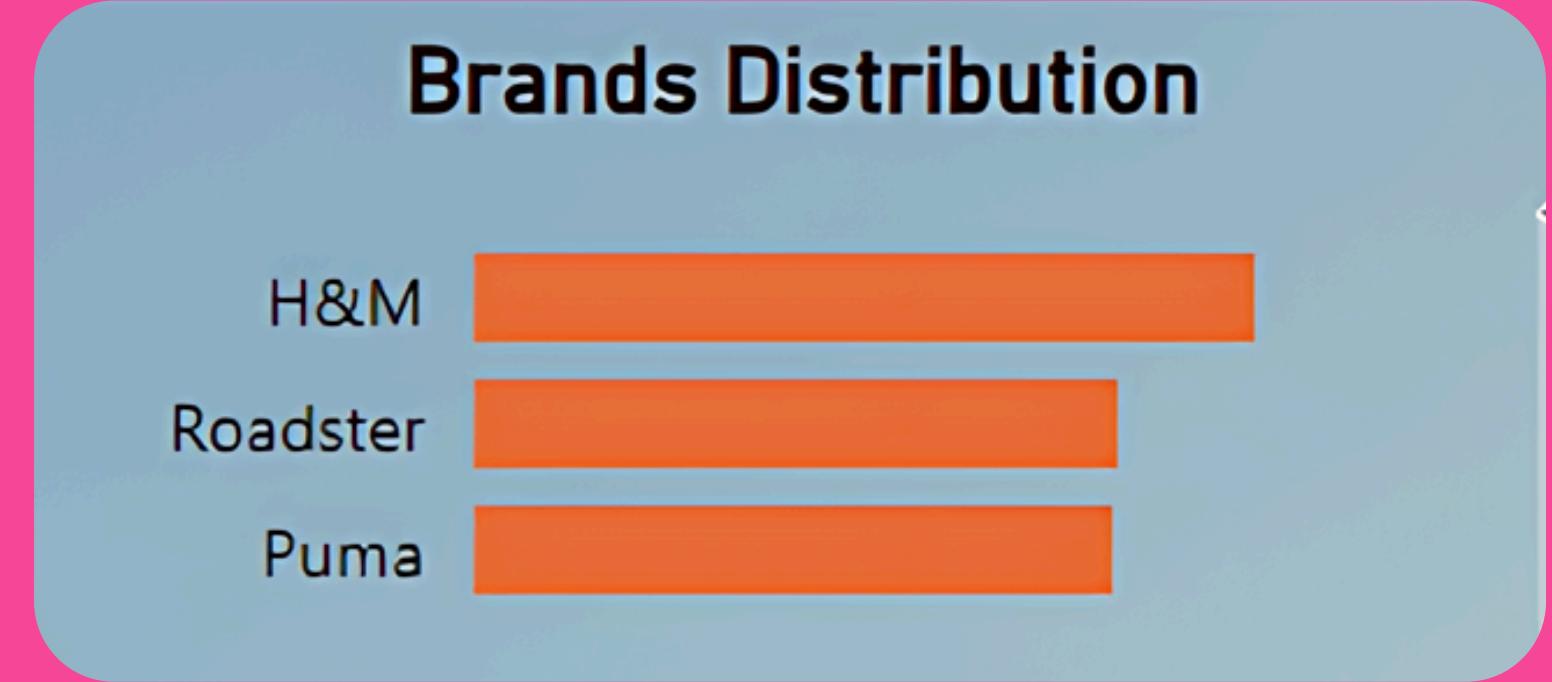
The analysis shows that there was a peak in sales during the first quarter (Q1), and the sales for the rest of the quarters remained almost constant. The company offered the highest discount during the third quarter(Q3). This suggests that there might be a seasonal pattern or that the promotional campaigns in Q1 had a significant impact.



Sales and Discount Bar and Line Chart

Brand Distribution

While analyzing the brand distribution, we can see that H&M had the highest product count on the Myntra platform, followed by Roadster and Puma. This suggests that there might be a brand promotion or high demand for H&M products.



Brands Distribution Bar Chart

Colors Distribution

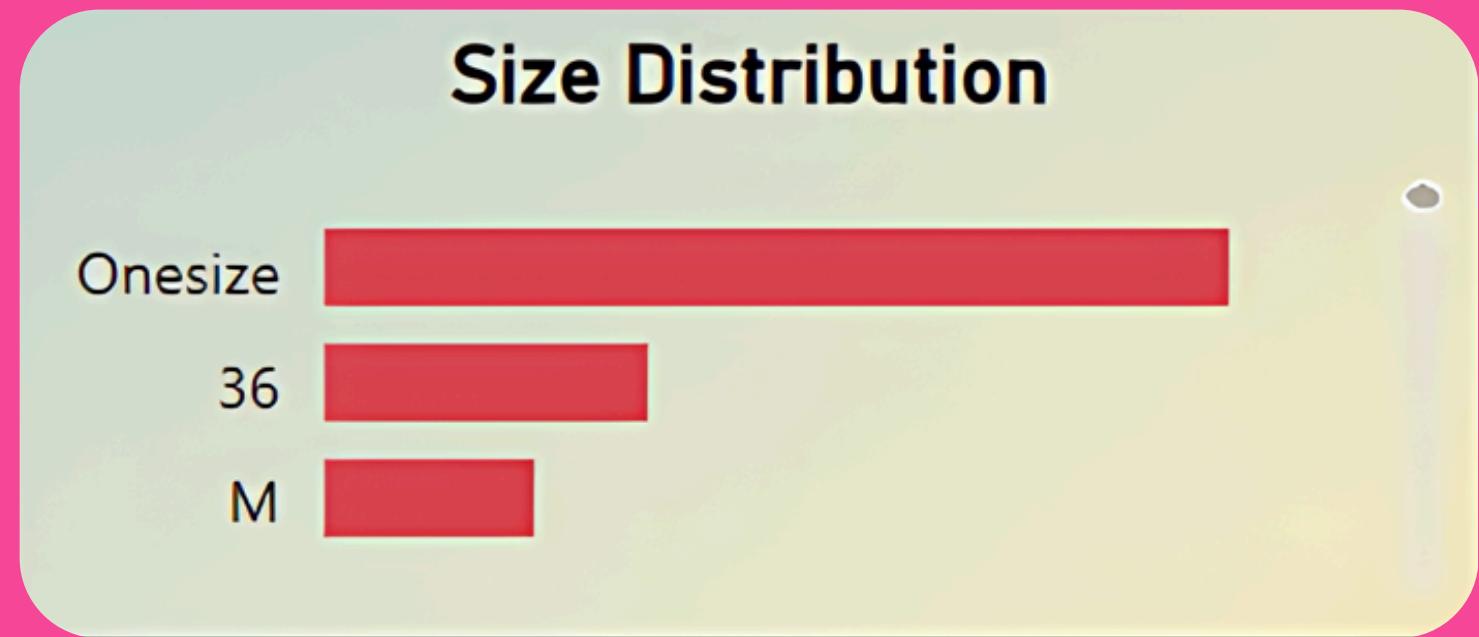
We can see that pink was the most preferred color, and black was the second-highest preferred color, followed by White on the Myntra platform. This shows that their customers widely wear the color pink.



Colors Distribution Bar Chart

Size Distribution

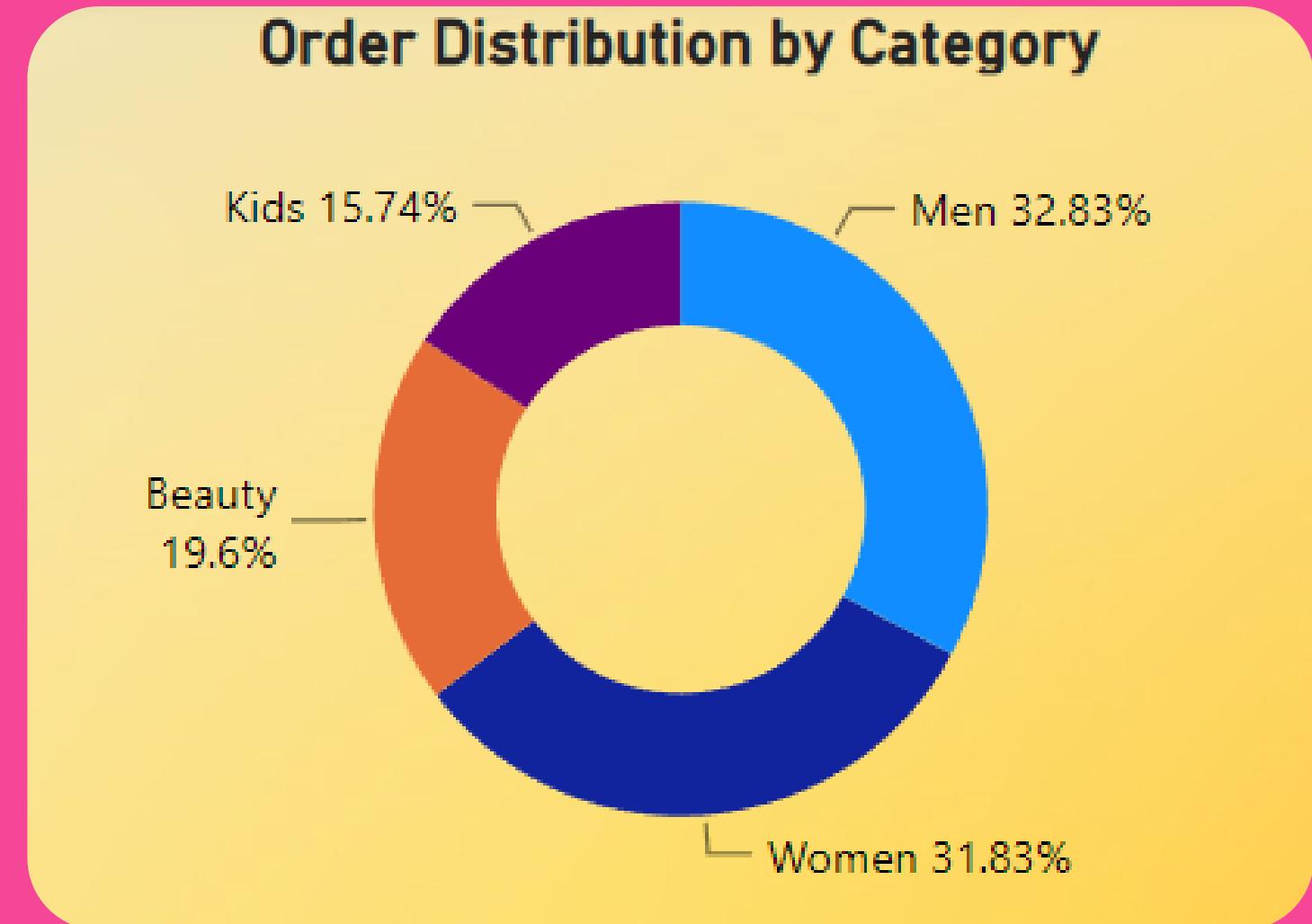
Based on the analysis, it seems that customers really dig the 'Onesize' and size '36' options. These sizes are flying off the shelves, indicating that customers have a strong preference for them. When it comes to these items, you'll often find accessories, certain types of clothing like scarves, or things like bags that don't need to be sized specifically.



Size Distribution Bar Chart

Order Distribution by Category

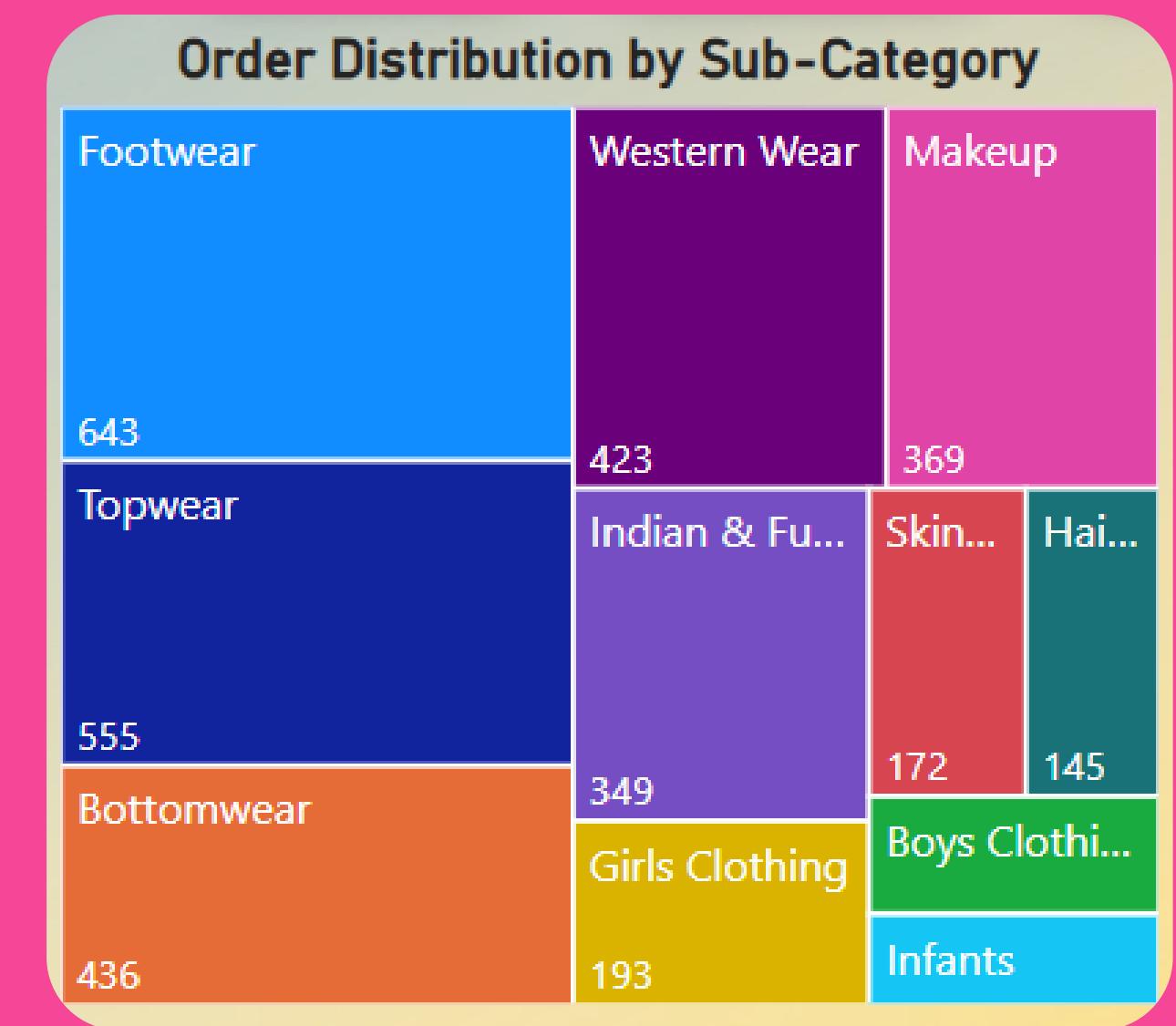
Based on the analysis, men ranked first with 32.83%, while women ranked second with 31.83%. The children's category had the lowest percentage at 15.74%. This suggests that men place more orders compared to women and kids.



**Order Distribution by Category
Donut Chart**

Order Distribution by Sub-Category

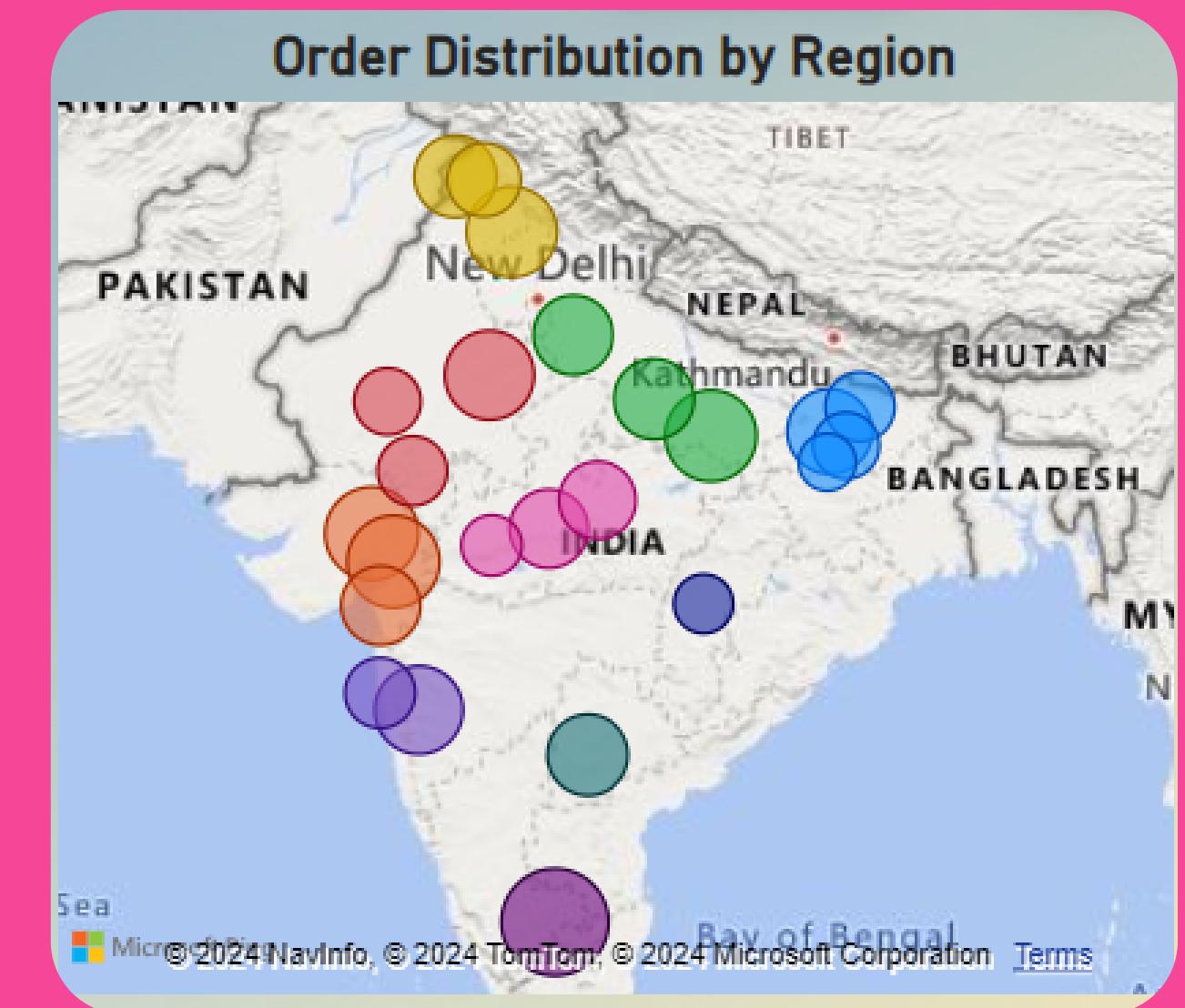
Footwear leads the sub-category distribution with the highest number of orders, followed by Topwear, Bottomwear, and Western Wear. These categories together make up a significant portion of the overall orders. Skin Care, Hair Care, and Boys Clothing show relatively lower order volumes compared to the leading categories.



Order Distribution by Sub-Category
Tree Map Chart

Order Distribution by Region

The analysis of order distribution by region shows that most of the orders are concentrated in big cities like New Delhi, Mumbai, and Bangalore. These areas have the highest number of orders due to their large population, good internet access, and efficient logistics.

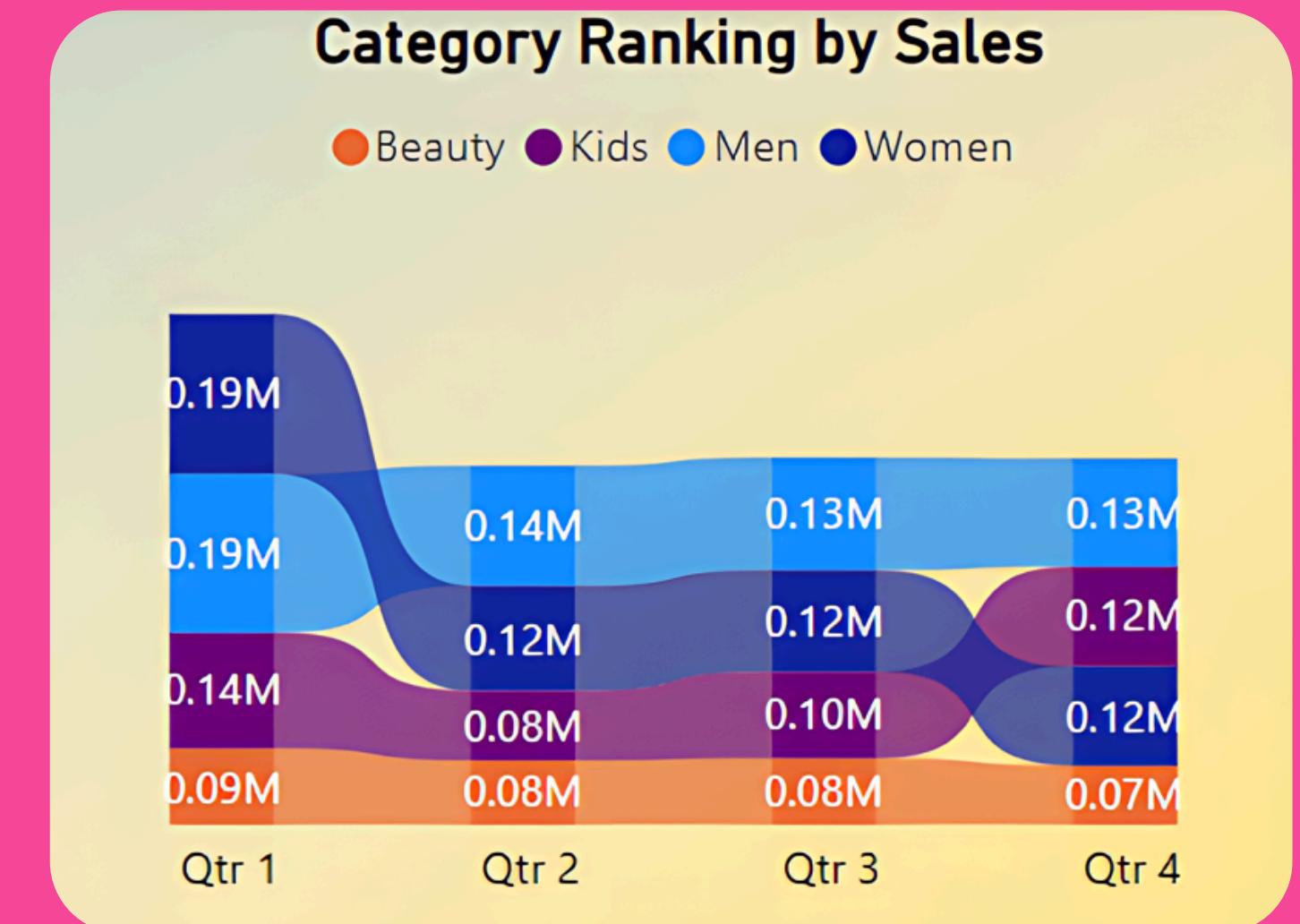


**Order Distribution by Region
Map Chart**

Category Ranking by Sales

In the first quarter, the women's category was ranked first, dropped to second in the second quarter, and then dropped to third in terms of sales in the last quarter. Meanwhile, the men's category was initially ranked second, but moved to first in the second quarter.

The kids' category started off as third, but changed to second in the fourth quarter. The beauty category remained unchanged throughout.



**Category Ranking by Sales
Ribbon Chart**

Analysis Based on Years



Sales Rank Analysis

- Men were ranked 1st in sales in 2021 but dropped to 2nd in 2022, while women rose from 2nd to 1st place.
- Quarterly ranks remained constant across all categories.

Order Distributions

- Men's category was ranked first, followed by women's and kids' categories in 2021. However, the women's category was ranked first in 2022.

Brands and Colors Distribution

- H&M had the highest number of products, followed by Puma and Roadster in both 2021 and 2022.
- The most popular color in 2021 was black, but it changed to pink in 2022.

Conclusion

The evaluation gives invaluable understandings on how Myntra's products are doing as well as what its customers like most. Among the most important discoveries are trends in season purchases, distribution of orders according to regions and what different popular products this store avails.

Thank you for your attention.



uch Obliged

Thank you for your time and attention. If you have
any questions or need further information, please
feel free to contact me.