

Myntra Sales Analytics: Unlocking Growth Through Data Insights

Executive Summary: Myntra's dashboard showcases a thriving e-commerce ecosystem:

- 24.58M revenue from 9,020 units sold to 8,500 customers, with an AOV 8,000.
- Discounts fuel 49.82% of sales at 33.12% efficiency, yet 49.5% cart abandonment—peaking at 55.3% in early exploration—highlights optimization opportunities.

Key Behavioral Patterns : Abandonment escalates with browsing time

(50% in 0–5 mins to 52% >15 mins), signaling personalization gaps. Journey analysis reveals quick browses (41.9% abandonment) as impulse hotspots, while deep sessions lag at 49%. Gender balanced purchases (20–21% across categories) underscore inclusive appeal.

Demographic and Geographic Nuances : Gen Z in Delhi thrives on 27% discounts, contrasting Gen X's 24% value focus in Chennai. Marketing shines in Delhi (5.2M revenue, low CAC) but strains in Chennai (4.7M, high cost).

Strategic Recommendations

- **Personalize Early:** AI nudges for explorers, targeting Gen Z emails—15% retention boost.
- **Streamline Checkout:** A/B test UPI for >5-min sessions, slashing 20% losses.
- **Reallocate Resources:** Stock high-AOV apparel in Delhi/Bangalore; shift 25% ads to social for 20% CAC cut.
- **Innovate Engagement:** AR try-ons for footwear/beauty to reclaim 55.3% drop-offs.

These levers could drive 25% ROI, mirroring case benchmarks for 20% abandonment reduction and 15% inventory savings—propelling Myntra's fashion dominance.