



Myntra Menswear Sales Analysis

Optimizing bottomwear strategy through data-driven insights

Project Overview

Objective

Optimize sales strategies for men's bottomwear through full-stack data analysis

Approach

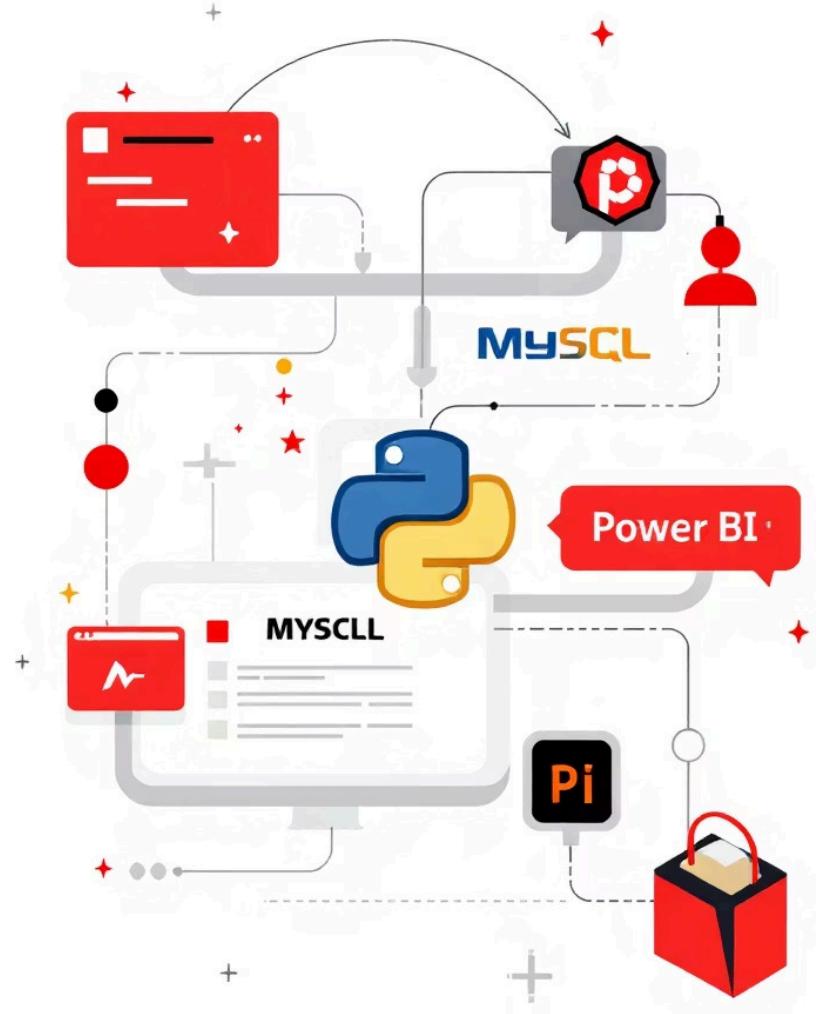
MySQL and Python processing enriched with derived metrics, visualized in Power BI

Dataset Scale

52,120 rows across 11 core columns

Key Focus Areas

- Pricing models
- Discount optimization
- Inventory prioritization



Feature Engineering

Four strategic metrics derived to unlock hidden value drivers:



Effective Discount

Correlates price reductions with demand elasticity



Rating Weighted

Isolates trustworthy, high-performing products



Value for Money

Guides pricing optimization and competitive positioning



Popularity Index

Quantifies market demand and product momentum



Value Champions

Top brands delivering highest value-for-money with statistical reliability:

10.84

LINARIA Score

811 reviews validate consistent quality

9.70

COMFITS Score

489 reviews confirm strong value

8.87

MaverIQ Score

146 reviews show emerging strength

- ❑ Unlike single-review outliers, LINARIA and COMFITS offer statistically robust proof of consistent high value



Pricing Power Products

High demand despite minimal discounts reveals strong brand loyalty:

Top Performers

- **HIGHLANDER** Tapered Fit: 76.78 popularity at ₹1,063
- **WROGN** Slim Fit: 75.57 popularity at ₹1,455
- **Flying Machine** Slim Fit: 75.21 popularity at ₹1,829

Key Insight

44% effective discount maintains strong demand —pricing power opportunity



Trust Gap Alert

High Ratings, Low Trust

4.6 rating with only **5 reviews**

Flying Machine dominates this segment—new products lacking review depth

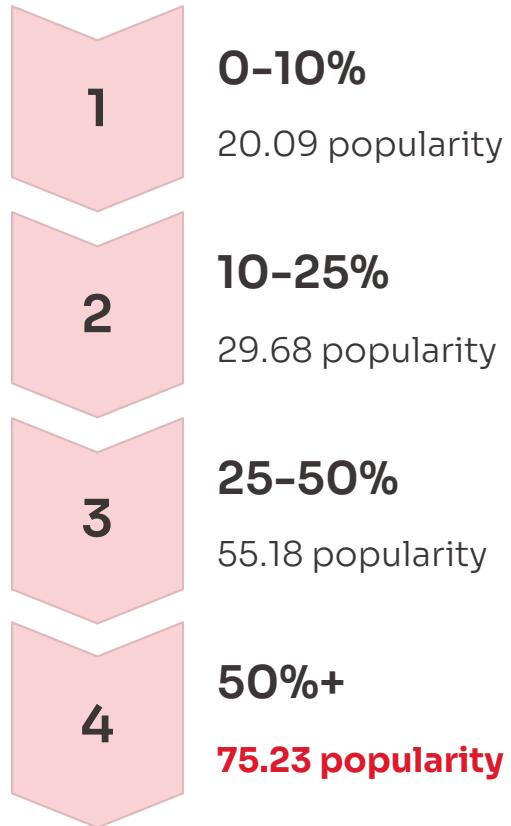
Weighted Score Reality

Trust score of **8.24** reveals statistical instability

Monitor rather than promote until review volume increases

The Discount Sweet Spot

Popularity surges dramatically with deeper discounts:



Deep discounts (50%+) are the strongest driver of demand for men's bottomwear



Campaign Champions

Products optimized for promotional success based on composite scoring:



Top Scorer

Roadster Men Skinny Fit Jeans

Score: **3.09** | Price: ₹479

22,600 ratings validate mass appeal



Runner-Up

UCB Mid-Rise Regular Fit

Score: **3.01** | Price: ₹449

4,000 ratings show strong demand

High scores combine popularity and value—ideal for campaign banners and high-intent traffic conversion

Hidden Gems

Underpriced products delivering exceptional value:

COMFITS Classic

₹337 | VFM: **12.46**

130 ratings, 4.2 stars

LINARIA Slim Fit

₹379 | VFM: **11.61**

165 ratings, 4.4 stars

Roadster Relaxed

₹359 | VFM: **11.98**

67 ratings, 4.3 stars

- Feature these in curated collections to attract budget-conscious customers and improve basket value

Strategic Recommendations

01

Prioritize Value Leaders

Elevate LINARIA and COMFITS in campaigns—proven value with strong feedback

03

Deploy Deep Discounts Strategically

Use 50%+ discounts for major campaigns to maximize traffic and clear inventory

05

Curate Hidden Gems

Showcase underpriced quality items to capture budget-conscious segments

02

Leverage Pricing Power

Position WROGN and Flying Machine as margin-positive during regular cycles

04

Promote Campaign Champions

Feature Roadster and UCB products in high-visibility placements

06

Segment Brand Strategies

Tailor discount approaches based on price-driven vs. value-driven brand profiles