



# REPORT

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# MYNTRA

## **Overview -**

*Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country.*

**Headquarter -** *Benglauru*

**Founder -** *Mukesh Bansal, Ashutosh Lawania, Vineet Saxena founded Myntra in 2007.*

**Website -** <https://www.myntra.com>

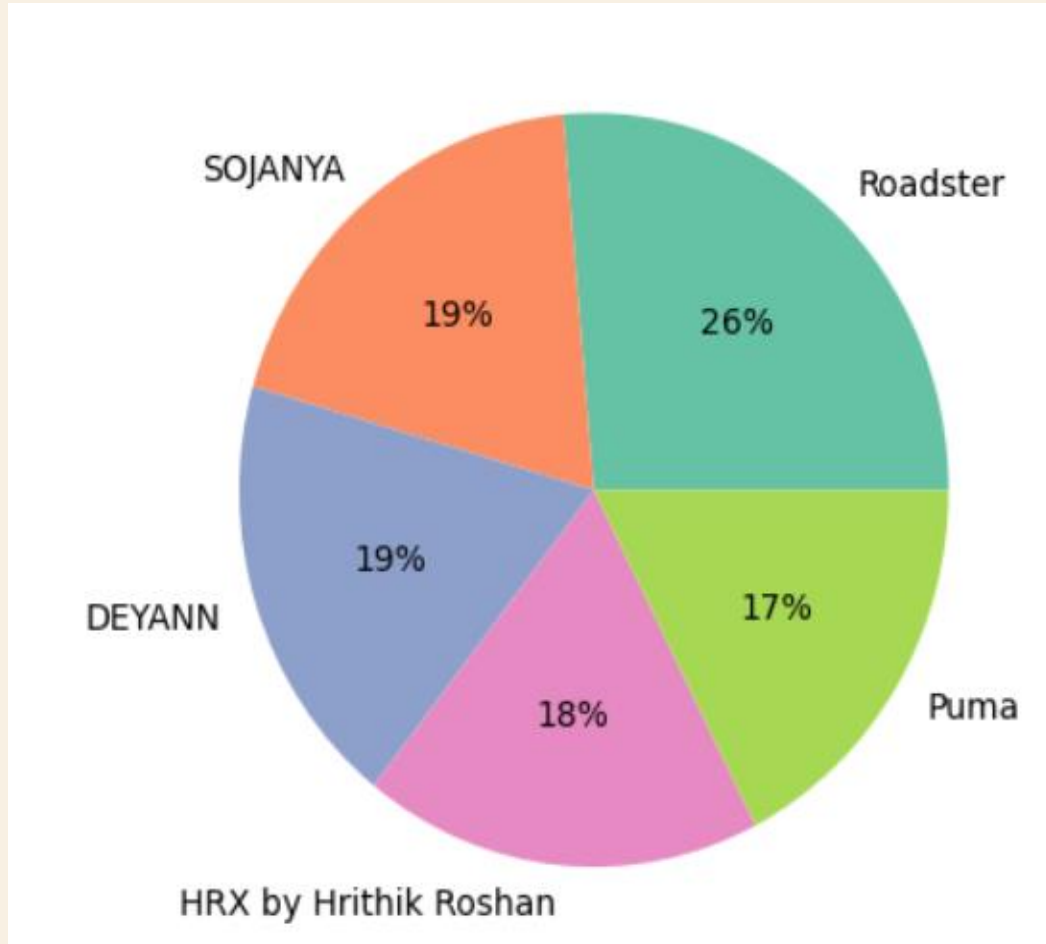


# ANALYSIS APPLIED

This dataset has **526564 rows** and **13 columns**.

- ***Data Cleaning***
- ***Handling Outliers***
- ***Univariate Analysis***
- ***Bivariate Analysis***
- ***Multivariate Analysis***
- ***Hypothesis Testing***

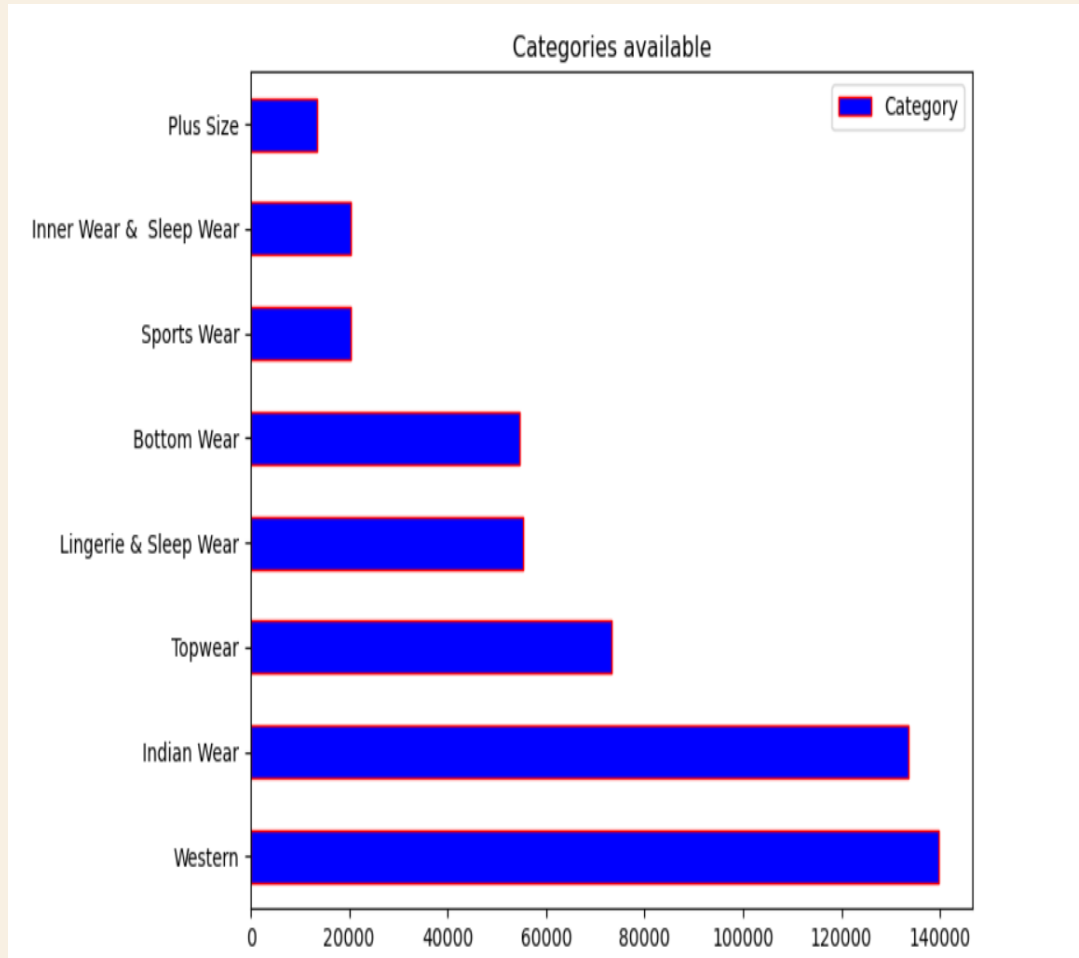
# WHICH BRAND PRODUCT IS MAINLY AVAILABLE FOR MEN?



## ***Inferences -***

As we can analyze that **Roadster** is mostly available brand for the men in the Myntra.

# WHICH CATEGORY IS MAINLY AVAILABLE ON MYNTRA?



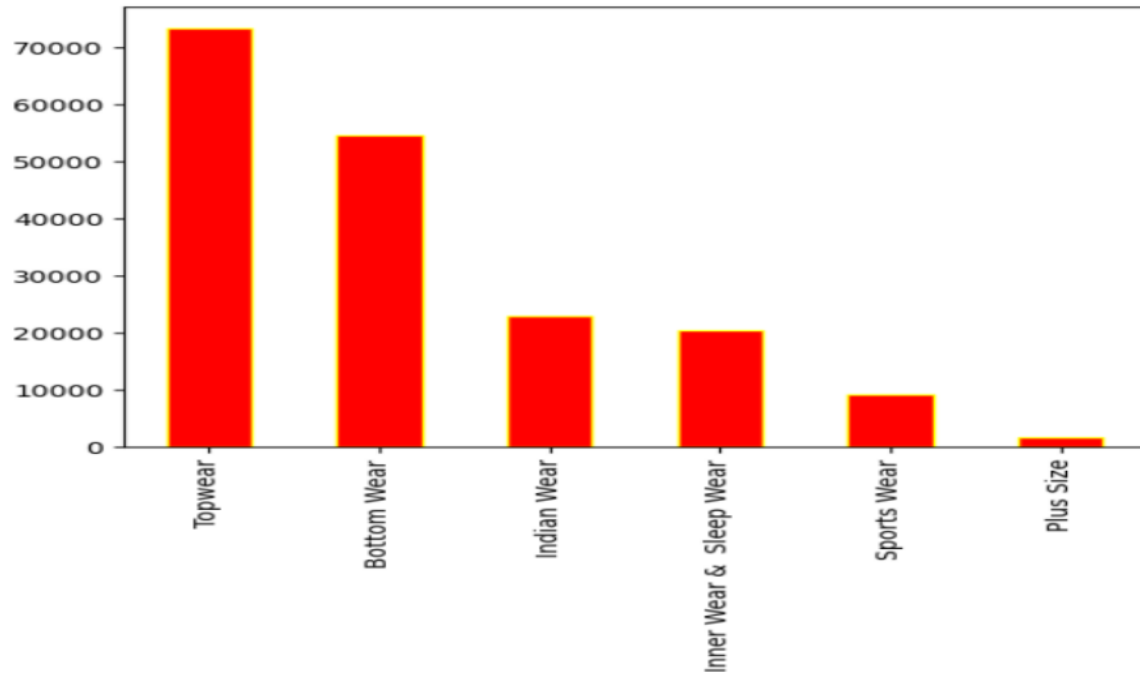
**Inference** – As we can see Western clothes is mostly available on Myntra .

## **Suggestions-**

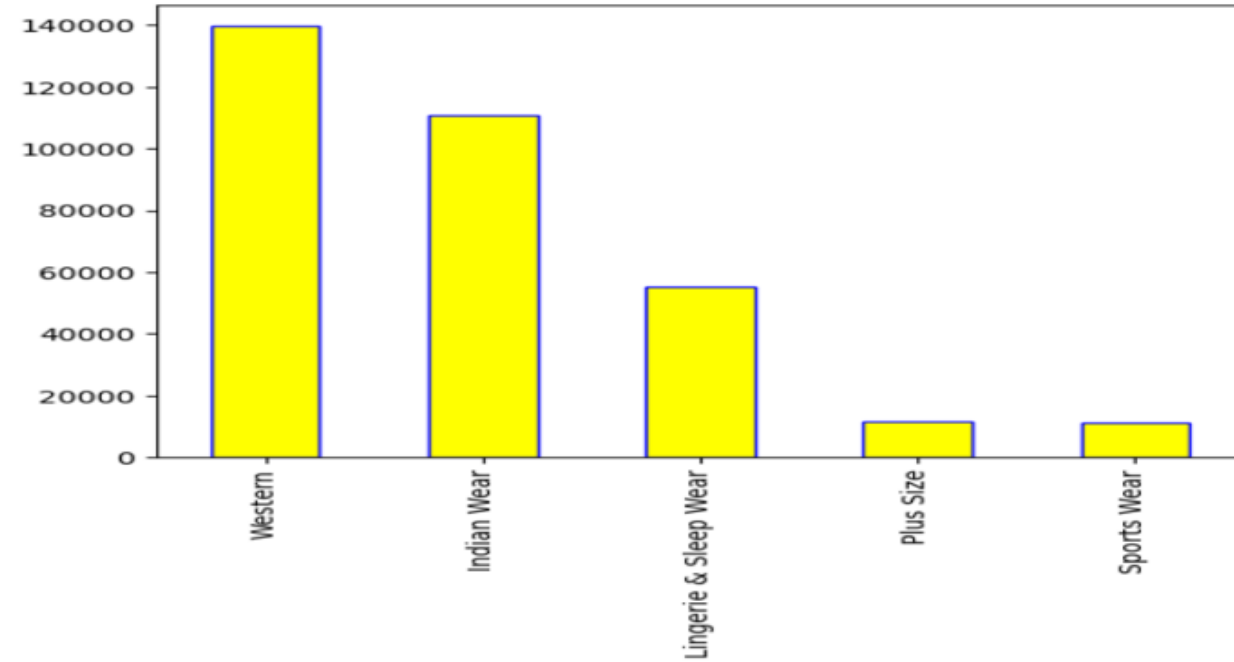
We should analyze what kind of category is mainly available for men

# WHAT CATEGORY OF CLOTHES IS IN STOCK FOR MEN AND WOMEN?

FOR MEN

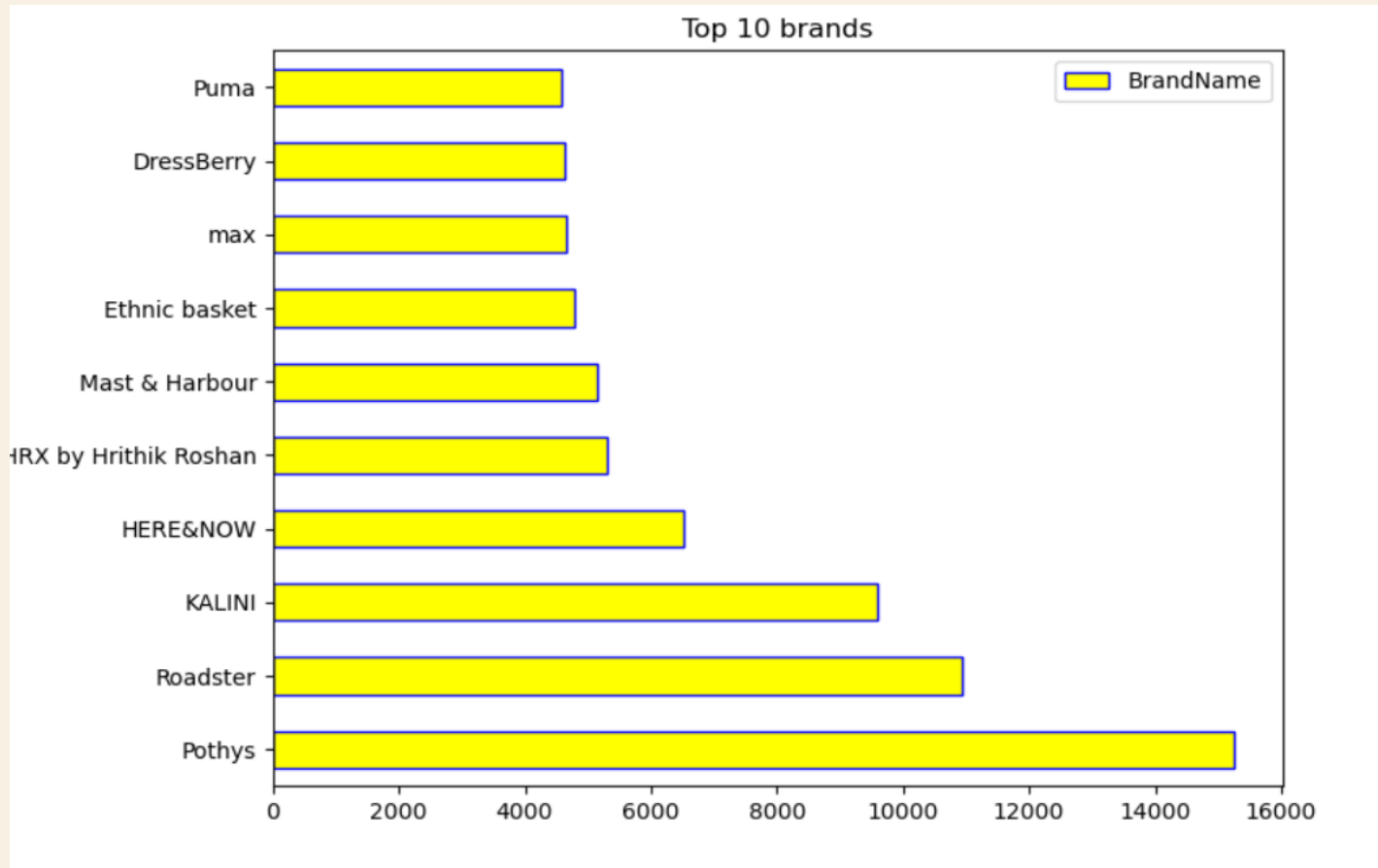


FOR WOMEN



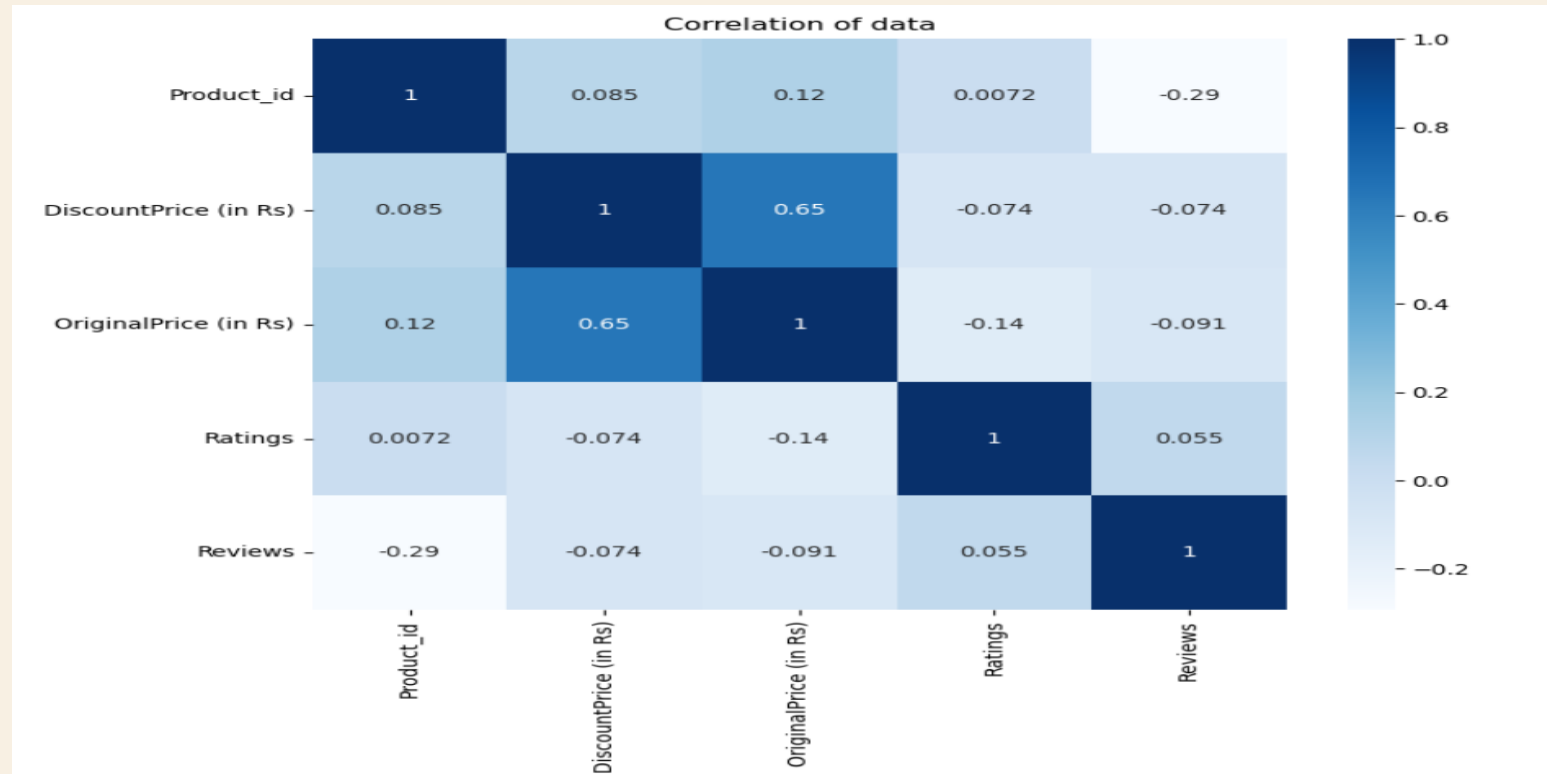
**Inferences** – As we can see Top Wear is mainly available for men while Western is for women which shows that western is not famous in men .

# WHICH BRAND CLOTHES IS MOSTLY AVAILABLE ON MYNTRA ?



**Inferences** - Here we can see that Pothys is the brand which is mostly available and then Roadster. These two brand are quite famous that's why present in large quantity on Myntra platform

# MULTIVARIATE ANALYSIS -



- As we can see the value of original Price and Discount Price is correlated which shows that the product with High price has high discount too.
- Ratings have negative .14 relation with original Price which shows that ratings are low for high price products. One reason for this can be high price from which buyers cannot be satisfied.



# CONCLUSION -

- *Those products which have less Ratings and reviews we can recheck them and there quality why they have negative ratings take some action on selling them.*
- *We can advertise those products who has high and reviews to make it more profitable.*
- *We can make good partnership with those brands which have positive reviews or ratings by customers.*
- *We can increase discount offer on those products which have low ratings to increase there demand in market.*



**THANK YOU**