# **Case Study: Myntra Sales & Profitability Analysis**

## 1. Introduction

Myntra is one of India’s largest fashion and lifestyle e-commerce platforms, offering apparel, footwear, accessories, and home products from leading domestic and international brands. With millions of active users, Myntra focuses on seamless shopping, competitive pricing, and quick delivery, ensuring customer satisfaction and loyalty.

## 2. Problem Statement

Myntra faces challenges in understanding customer preferences, managing returns, and optimizing profitability. With intense competition in fashion e-commerce, analyzing sales patterns, discounts, returns, and ratings is critical to improving product mix, customer satisfaction, and profitability.

## 3. Objective

The goal is to evaluate Myntra’s sales and customer behavior across categories, brands, demographics, and regions. By analyzing purchase patterns, discounts, ratings, and returns, the aim is to identify opportunities to increase revenue, reduce returns, improve customer satisfaction, and guide data-driven decisions.

## 4. Key Business Questions

1. How do total sales vary by year and month?
2. Which product categories contribute the most to sales?
3. Which brands generate the highest sales overall?
4. Which colours contribute the most to total sales?
5. Which sub-categories generate the highest and lowest profit margins?

## 5. Dataset Description

* **Order\_ID:** Unique identifier
* **Brand:** Product brand (Roadster, H&M, Nike, etc.)
* **Category:** Broad product type (Indian, Western, Footwear, Accessories)
* **Sub\_Category:** Specific type (Kurta, Jeans, Shoes, etc.)
* **Date/Month/Year:** Order date
* **State:** Delivery location
* **Gender:** Male, Female, Unisex
* **Colour:** Primary colour of product
* **Order\_Status:** Completed, Returned, Cancelled, Exchanged
* **Sales:** Selling price after discount
* **Discount(%):** Applied discount
* **Rating:** Customer rating (1–5)
* **Profit:** Net profit

## 6. Methodology

**Steps followed for analysis:**

1. **Data Cleaning:** Removed duplicates, handled missing values.

2. **Exploratory Data Analysis:** Checked sales distribution by category, brand, colour, and sub-category.

3. **Visualization:** Created pivot tables and charts for sales, profit, and profitability patterns. 4. **Key Business Questions:** Addressed each question using data analysis.

5. **Methodology Used:** Systematic observation of data, deriving insights, and providing recommendations for each business question.

## 7. Analysis & Observations

1. **Seasonal Sales:** Peak sales in Oct (₹22.49L), Nov (₹27.69L), Dec (₹26.50L); Jan–Sep moderate.
2. **Category & Gender:** Western wear leads females (₹22.1L) and males (₹21.35L); Footwear second; Accessories lead Unisex (₹4.8L).
3. **Brand Performance:** Top brands: Roadster (₹29.41L), Allen Solly (₹27.30L); mid-tier: H&M, Nike, HRX; low: Only, Puma, UCB.
4. **Colour & Sub-Category:** Highest sales colours: White (₹20.49L), Orange (₹20.17L), Yellow (₹19.45L); profit margins consistent (~26.8–28%). High-margin sub-categories: Crop Tops (28%), Heels, Sneakers; lowest: Sarees (26.8%).

A close-up of a graph

AI-generated content may be incorrect.

## 8. Insights

1. **Seasonality:** Oct–Dec festival sales drive peaks; other months have growth potential.
2. **Category Preference:** Western wear and Footwear dominate; Accessories popular for Unisex; Indian wear steady but lower.
3. **Brand Trends:** Roadster & Allen Solly drive revenue; HRX, Nike, Adidas also strong.
4. **Colour & Profitability:** Bright/neutral colours sell best; profit margins steady.
5. **Sub-Category Profitability:** Trendy items yield higher margins; traditional items like Sarees need cost/pricing optimization.

## 9. Recommendations

1. **Seasonal Strategy:** Maintain stock, quality, and timely delivery during Oct–Dec; launch promotions and new styles Jan–Sep.
2. **Category Focus:** Ensure inventory for Western wear & Footwear; promote Indian wear seasonally; increase Accessories visibility via marketing.
3. **Brand Strategy:** Prioritize Roadster & Allen Solly; promote mid-tier brands; support underperforming brands (Only, Puma, UCB) with campaigns/offers.
4. **Sub-Category Optimization:** Stock high-margin items; improve low-margin item profitability; use bundles/campaigns to boost revenue without hurting margins.

## 10. Conclusion

Sales peak in Oct–Dec, driven by festivals, with Western wear, Footwear, and Accessories as top performers. Roadster and Allen Solly lead brands; high-margin sub-categories like Crop Tops and Heels maximize profitability. Insights on categories, brands, colours, and sub-categories help Myntra optimize inventory, marketing, and pricing to increase revenue and smooth seasonal fluctuations.