



By Sakshi Choube

Myntra Fashion Product Analysis

About :

Company Ethos : A Fashion & Lifestyle Company

Parent Company : Flipkart-Walmart

CEO : Mr. Aman Nagaram

Target Segment : Mass premium, Urban 18-35 yrs. Men + Women

Categories : Home, Beauty & Lifestyle Products

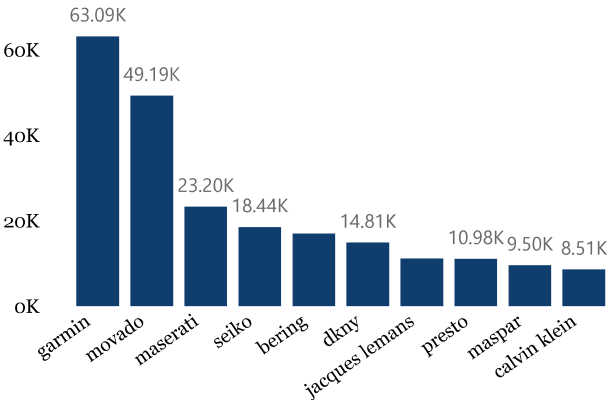
Total No. of
Products

Total No. of
Brands

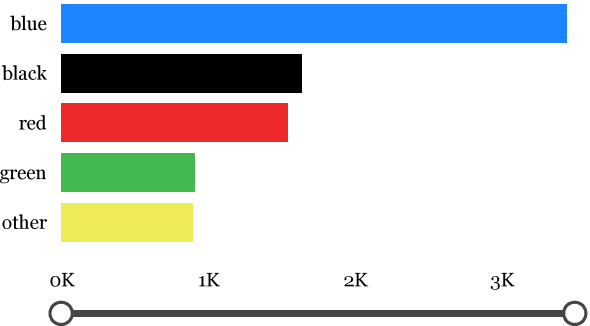
12.49K

677

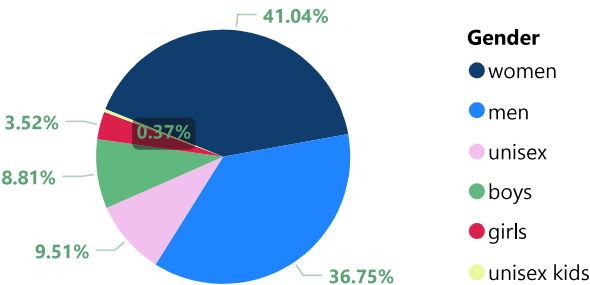
Most Expensive Brands



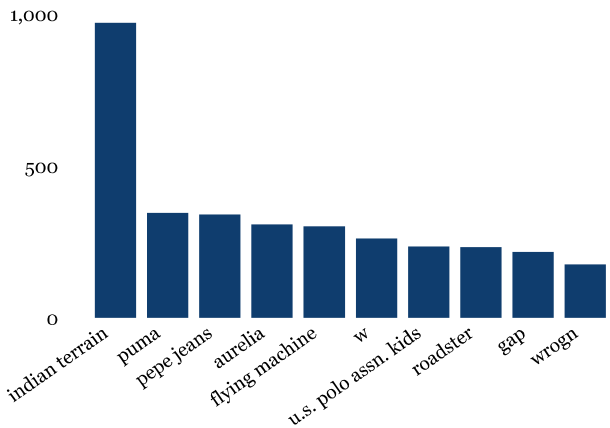
Most Preferable Color



Gender Distribution



Top 10 Brands



| ProductName | ProductBrand | Sum of Price (INR) |
|---|--------------|--------------------|
| 109f women blue dyed straight maxi skirt | 109f | 1299 |
| 20dresses women maroon solid a-line dress | 20dresses | 1017 |
| 20dresses women white pure cotton self-stripeded peplum top | 20dresses | 1046 |
| 20dresses women white self-striped a-line dress | 20dresses | 1396 |
| 22 kt gold-plated & silver-toned textured cuff bracelet | accessher | 464 |
| 6131 | 6131 | 2024 |