



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

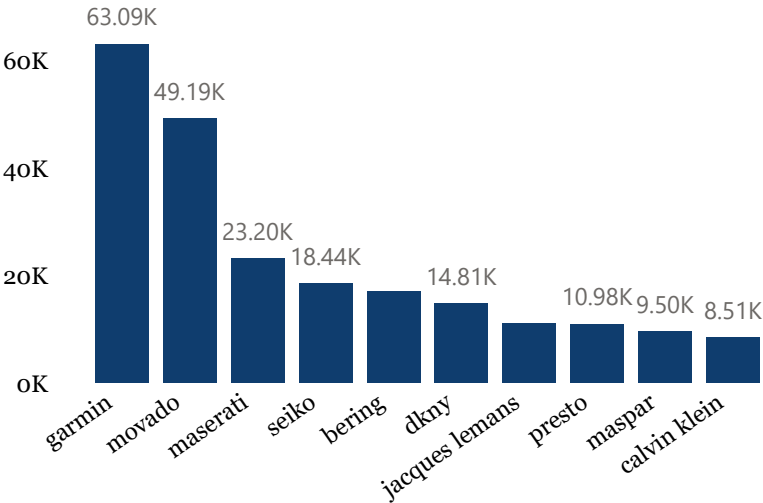
Total No. of
Products

12.49K

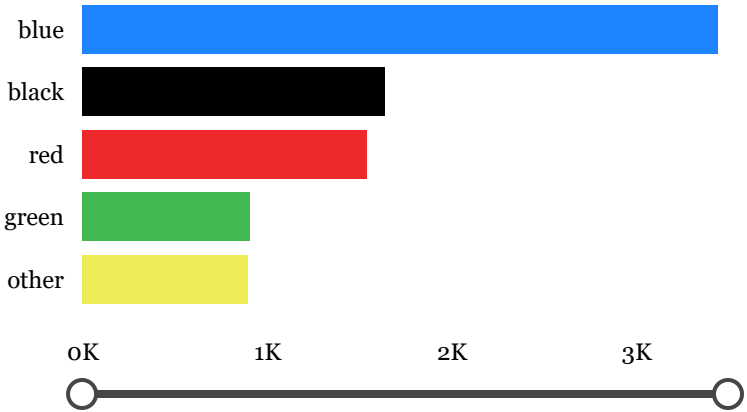
Total No. of
Brands

677

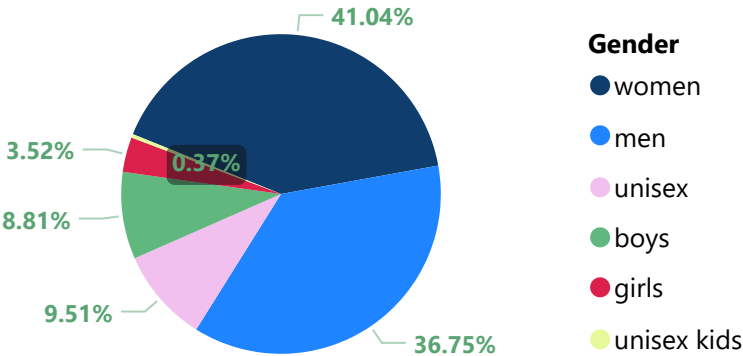
Most Expensive Brands



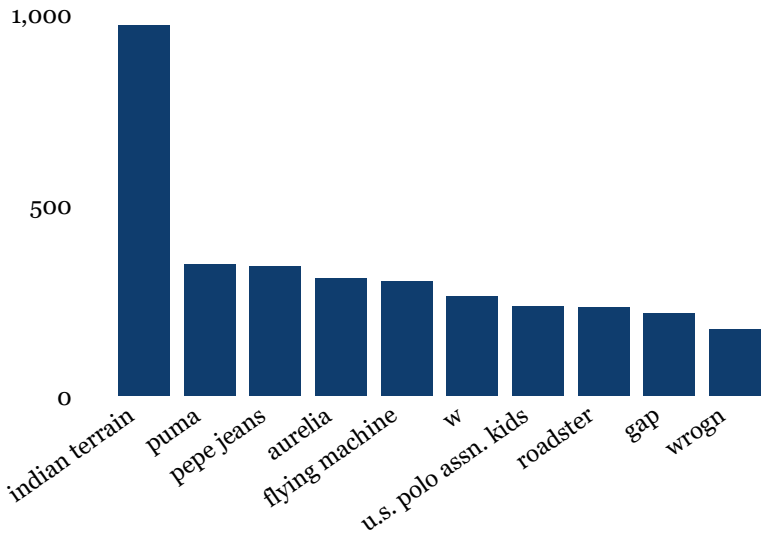
Most Preferable Color



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-striped 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
6121	6121	2621