

# Myntra Dashboard

## ◆ Sales & Revenue Analysis

- What is the total revenue by product category and sub-category?
- Which products have the highest sales after discount?
- How does the discount percentage affect total revenue or product ratings?
- What is the average selling price by brand and season?
- What is the revenue trend across different launch years?

## ◆ Inventory & Stock Insights

- How many products are currently in stock by category and brand?
- Which products are out of stock but have high ratings?
- What is the inventory distribution by gender and season?
- Which sizes are most available and which are understocked by gender?

## ◆ Customer Preferences

- Which colors and textures are most preferred based on ratings?
- What material quality is associated with the highest-rated products?
- Which gender group purchases the most within each category?
- Do products with "Accessories\_Match = Yes" have higher average ratings?

## ◆ Brand & Marketing Impact

- Which brand has the highest-rated products across seasons?
- Which brand ambassador is linked to the best-performing products?
- How does the performance vary across products endorsed by different brand ambassadors?

- Which brand has the widest range of available sizes and colors?

## ◆ Trend & Seasonality Analysis

- Which trend tags are associated with the highest-selling products?
- What are the most popular products each season?
- How do seasonal launches affect in-stock levels and ratings?
- What trends (Trend\_Tag) are consistent across multiple years?

## ◆ Comparative & Drill-Down Questions

- Compare sales by gender within each sub-category.
- Drill down into top-rated products by color and material quality.
- How do ratings vary by texture, material quality, and season?
- What is the correlation between price, discount, and ratings?

## ◆ Dashboard



Section	Recommended Display Types	Key Cards to Include
Sales & Revenue	Matrix, Line Chart, Scatter Plot	- Total Revenue- Top Product- Avg Selling Price
Inventory & Stock	Bar Chart, Matrix, Slicer	- Total In-Stock- Most Stocked Size
Customer Preferences	Treemap, Matrix	- Top Color- Best Material
Brand & Marketing	Table, Column Chart, Matrix	- Top Brand- Top Ambassador
Trends & Seasonality	Line Chart, Matrix, Bar Chart	- Top Trend- Recurring Tag
Comparative & Drilldown	Drill Visuals, Scatter Plot	- Correlation Score- Gender Breakdown