**Recommendations and Solutions**

**Objective:**

The objective of this project was to analyse Myntra’s sales data, identify purchasing trends, and extract key insights into customer behaviour, product performance, and revenue generation. This involved data cleaning, transformation, and visualization to uncover meaningful patterns.

**Project Learnings:**

* Data cleaning and preprocessing, including handling duplicates and missing values.
* Feature engineering to derive new insights, such as calculating discounted prices and monthly sales distribution.
* Exploratory Data Analysis (EDA) to visualize sales trends using bar charts, heatmaps, and aggregations.
* Identifying seasonality and key revenue-driving products.
* Gaining hands-on experience in Python libraries for data analysis and visualization.