Myntra Sales Analysis Report

Prepared in Power BI

Date: 25-May-2025

# 1. Executive Summary

This report presents a comprehensive sales analysis for Myntra based on transactional data visualized through an interactive Power BI dashboard. The analysis aims to uncover critical insights into customer purchasing behavior, brand and product performance, regional sales distribution, and discount effectiveness. These findings are intended to assist stakeholders in making informed decisions related to marketing, inventory planning, and promotional strategies.

# 2. Key Performance Indicators (KPIs)

|  |  |
| --- | --- |
| Metric | Value |
| Total Orders | 3,500 |
| Total Sales Amount | ₹1.88 Million |
| Total Revenue | ₹3 Million |
| Average Sales Amount | ₹538.24 |
| Average Discount (%) | 35.51% |
| Total Products Sold | 40 |

# 3. Sales Trends and Time-Based Insights

## 3.1 Monthly Sales & Discounts

Monthly sales trends indicate peaks in January and May, suggesting higher demand potentially driven by New Year and mid-year promotions. However, despite monthly variations in discount percentages, there is no direct correlation between higher discounts and higher sales volumes. This indicates that after a certain threshold, discounts may lose effectiveness as a sales driver. Strategic discounting should therefore be tested using controlled experiments such as A/B testing to identify optimal pricing strategies.

## 3.2 Weekly Sales Patterns

Analysis by day of the week shows that Thursdays and Fridays have the highest sales volumes, whereas Sundays and Wednesdays see the least activity. This suggests that customer buying behavior intensifies toward the weekend, possibly due to salary credits or leisure browsing. Promotional campaigns should be aligned with these peak days to maximize impact.

# 4. Brand Performance Analysis

The performance of individual brands was assessed based on sales volume, average discount, and total revenue generated. Puma emerged as the top-performing brand in terms of revenue, even with fewer orders compared to others like H&M and Roadster. This implies that Puma's higher pricing strategy leads to higher revenue per order. In contrast, brands such as H&M and Roadster achieved their performance through high volume sales and moderate discounting.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Brand | Orders | Avg. Discount (%) | Avg. Sale (₹) | Total Sale (₹) |
| H&M | 301 | 35.97 | 524.75 | ₹1,57,984.98 |
| Roadster | 248 | 35.05 | 484.72 | ₹1,20,010.12 |
| Puma | 149 | 35.97 | 1,014.73 | ₹2,49,623.40 |
| Adidas | 149 | 35.00 | 484.19 | ₹72,145.06 |
| Allen Solly | 141 | 36.01 | 400.12 | ₹56,416.26 |

It is recommended that promotional strategies be customized by brand. For example, Puma and Adidas could emphasize brand value and exclusivity, while Roadster and H&M could benefit from volume-focused offers. Monitoring customer preferences by brand can also help improve inventory and marketing decisions.

# 5. Product Category Insights

Product categories such as Women's, Men's, and Beauty dominate the sales figures, accounting for more than 85% of the total revenue. Jeans, Shorts, Shirts, and T-Shirts are among the most frequently purchased items, indicating a clear preference for casual and everyday wear.

Beauty products, although slightly lower in sales volume, contribute significantly to overall revenue due to competitive pricing and recurring purchases. The high performance of the Women’s category indicates strong engagement and purchasing power among female customers.

# 6. Regional Sales Performance

The geographical distribution of sales shows that Gujarat, Uttar Pradesh, and Punjab are the top-performing states. These regions show strong customer engagement, which suggests high market potential and brand affinity. Conversely, states like Jharkhand and Odisha register lower sales, presenting opportunities for localized marketing and awareness campaigns.

Geo-targeted advertising, regional influencers, and vernacular content may help boost brand visibility in underperforming states.

# 7. Sales by Quarter

An analysis across quarters (Q1–Q4) shows relatively consistent sales without major seasonal fluctuations. This suggests that Myntra’s product offerings maintain demand throughout the year. However, the absence of seasonal peaks indicates potential room for strategic seasonal campaigns, such as summer collections or winter clearance sales.

# 8. Data Cleaning and Preparation

Prior to building the Power BI dashboard, the raw data was cleaned and transformed in the Power Query Editor. Key data preparation steps included:

- Removal of rows with null or missing values.

- Conversion of columns to appropriate data types (e.g., dates, currencies).

- Standardization of brand names and product categories.

- Creation of calculated columns and DAX measures for KPIs like Total Sales, Avg Discount, etc.

Maintaining clear documentation of all data transformation steps ensures transparency and repeatability of the analysis process.

# 9. Recommendations Summary

|  |  |
| --- | --- |
| Area | Recommendation |
| Discount Strategy | Optimize and personalize discount offers based on product category and user behavior. |
| Sales Timing | Schedule high-impact promotions on Thursdays and Fridays to align with peak traffic. |
| Category Focus | Invest in women’s and beauty categories as they show higher customer engagement. |
| Inventory | Increase stock of best-selling items like jeans, shorts, and t-shirts. |
| Regional Targeting | Enhance visibility in high-performing states and increase outreach in low-performing ones. |
| Seasonality | Introduce campaigns and limited-time offers based on seasonal trends to boost quarterly spikes. |

# 10. Conclusion

This Power BI-driven analysis provides actionable insights into Myntra’s sales performance across various dimensions—temporal, geographic, brand, and product-based. By aligning business strategies with the data-backed observations highlighted in this report, Myntra can better address customer needs, increase conversion rates, and sustain long-term growth. The insights can further help in refining marketing efforts, optimizing inventory, and enhancing customer retention.

Moving forward, deeper analysis using customer segmentation, trend prediction models, and AI-driven personalization can further elevate Myntra’s strategic capabilities.