

# Data Analysis Project: Myntra Product Dataset



# Objective

- ▶ The primary objective of this project is to perform a comprehensive analysis of the Myntra product dataset to gain insights into the pricing, discounts, and brand performance.
- ▶ The analysis will help understand the trends and patterns in the e-commerce market, particularly focusing on how various brands price their products and offer discounts.

## Dataset Description: The dataset contains the following columns:

- ▶ Brand: The brand name of the product.
- ▶ Title: The title or name of the product.
- ▶ Selling Price: The price at which the product is being sold.
- ▶ Price: The original price of the product.
- ▶ Discount: The discount offered on the product.

# Data cleaning using Python

- ▶ Converting data types: You converted the 'Selling Price' and 'Price' columns to numeric (integer) types, handling errors by setting non-numeric values to NaN and then filling those NaNs with 0.
- ▶ Extracting prices using regex: You used regular expressions to extract numeric price values from the 'Selling Price' and 'Price' columns, creating new columns 'Original\_selling\_Price' and 'Original Price' to store these extracted values.
- ▶ Calculating price difference: You calculated the difference between the original price and the selling price and stored it in a new column named 'price\_off'.

## **Collab Link:-**

[https://colab.research.google.com/drive/1YtY3tKx7dUyg8Eew\\_HV2WldSRpQAJgC?usp=sharing](https://colab.research.google.com/drive/1YtY3tKx7dUyg8Eew_HV2WldSRpQAJgC?usp=sharing)

# Dashboard using power bi



**Myntra Sales  
analysis**

## Myntra Product Sales

### History

- Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena, Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.
- In 2011, Myntra began selling fashion and lifestyle products and moved away from personalisation. By 2012, Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human.

### Acquisitions and investments

- In October 2007, Myntra received its initial funding from Erasmic Venture Fund (now known as Accel Partners), Sasha Mirchandani from Mumbai Angels and a few other investors. In November 2008, Myntra raised almost \$5 million from NEA-IndoUS Ventures, IDG Ventures and Accel Partners.
- Myntra raised \$14 million in a Series B round of funding. This round of investment was led by Tiger Global, a private equity firm; the existing investors IDG Ventures and Indo-US Venture Partners also put in a substantial amount towards funding Myntra.
- Towards the end of 2011, Myntra.com raised \$20 million in its third round of funding, again led by Tiger Global. In February 2014, Myntra raised an additional \$50 million (₹310 crore) in funding from Premji Invest and a few other private investors.

# Myntra Sales Dashboard

Total Earning

18M

Total Discount

8M

Total Brands

439

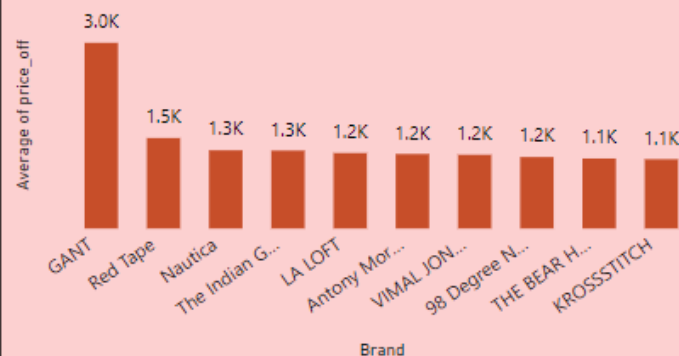
Discount Percentage

All

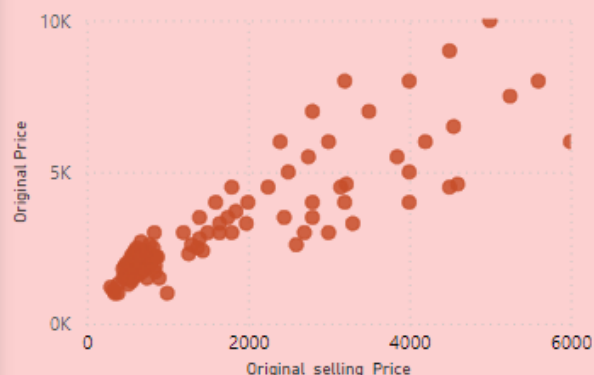
Brand

All

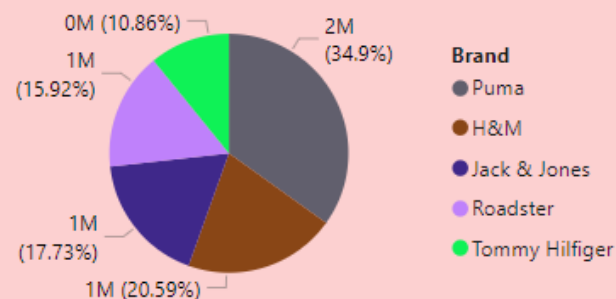
Top 10 Brands offering Highest Average Discount



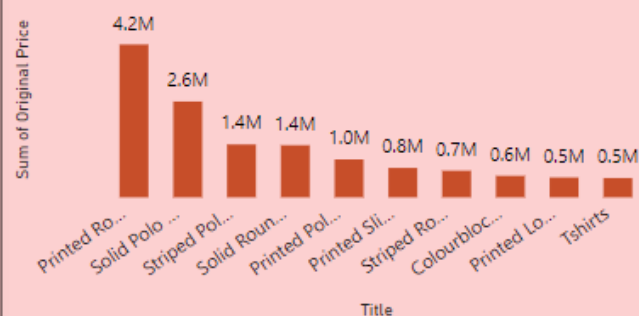
Original Price Vs Selling Price



Top 5 Earning Brands on myntra



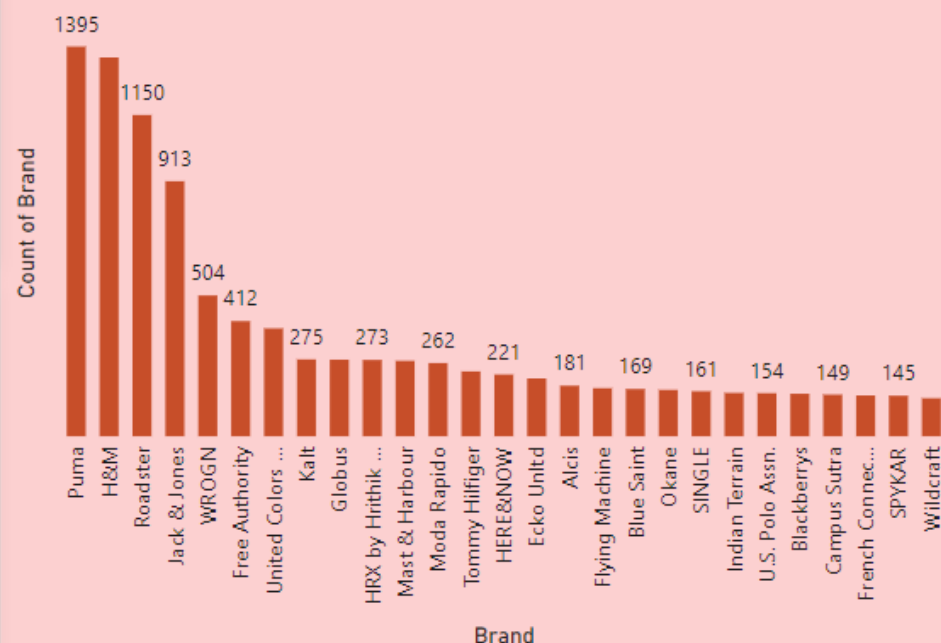
Top 10 Category by its Price



Brand	Sum of Original_selling_Price	Sum of Original Price	Sum of price_off
WROGN	337436	530196	192760
United Colors of Benetton	414563	591684	177121
UNDER ARMOUR	303237	238122	-65115
Tommy Hilfiger	471758	585668	113910
Superdry	326574	396392	69818
Roadster	691621	1011551	319930
Puma	1516217	2330605	814388
Jack & Jones	770265	1294599	524334
H&M	894244	894244	0
GANT	273279	486429	213150



Most selling Brand on Myntra



# Exploratory Data Analysis

**You can perform exploratory data analysis on the Myntra dataset by using the matplotlib and seaborn libraries that you have already imported.**

1. Distribution of Prices and Discounts
2. Relationship between Price and Discount
3. Brand-wise Analysis.
4. Top 10 Earning brands on Myntra.
5. Top 10 Brands offering Highest Average Discount.
6. Most selling brands on Myntra



**Thank You**