



### Goals of Myntra Shopping App

Myntra aims at providing a **hassle-free and enjoyable shopping experience to shoppers** across the country with the widest range of brands and products on its portal.

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### KPIs of Myntra Shopping App



1. Sell-through rate
2. Shopping cart abandonment rate
3. Return Rate
4. Inventory Turnover
5. Conversion Rate
6. Average Order Value (AOV)
7. Gross Profit Margin

8. *Customer Lifetime Value (CLTV)*
9. *Order accuracy rate*
10. *Customer Acquisition Cost (CAC)*