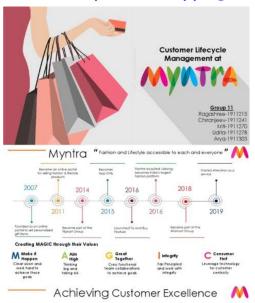


## Goals of Myntra Shopping App

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

## 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)