



MYNTRA

F A S H I O N M E E T S D A T A

PROBLEM STATEMENT

Myntra's current pricing, discounts, and product visibility may not be fully optimized for maximum sales and customer trust. Refining these strategies can help improve profitability, enhance brand reliability, and ensure better product positioning for sustained growth



DATA

Data Collection

WOMEN_TABLE

PRODUCT_NAME,
PRODUCT_BRAND,
PRODUCT_PRICE,
DISCOUNT%,
PRODUCT_RATING,
VERIFIED_BUYERS

MEN_TABLE

PRODUCT_NAME,
PRODUCT_BRAND,
PRODUCT_PRICE,
DISCOUNT%,
PRODUCT_RATING,
VERIFIED_BUYERS

KIDS_TABLE

PRODUCT_NAME,
PRODUCT_BRAND,
PRODUCT_PRICE,
DISCOUNT%,
PRODUCT_RATING,
VERIFIED_BUYERS

BRAND TRUST SCORE

KIDS

Product Brand	Product Rating	Total_Buyers	BTS
Knitting Doodles	5	6	0.06
Allen Solly Junior	5	10	0.11
Anthrilo	5	5	0.05
Monte Carlo	5	3	0.02
PLUMBURY	5	7	0.07
HERE&NOW	5	6	0.06
MiArcus	5	9	0.09
Jack & Jones Junior	5	6	0.06
Marks & Spencer	5	5	0.05
The Boo Boo Club	5	2	0.01
Lil Tomatoes	5	4	0.03
Little Angels	4.9	8	0.08
Knitting Doodles	4.9	25	0.28
Campana	4.9	7	0.07
MINI KLUB	4.9	15	0.16
Marks & Spencer	4.9	7	0.07
Monte Carlo	4.9	9	0.09

WOMEN

Product_Brand	Product_Rating	Total_Buyers	BTS
Sanwariya Silk	5	1	0.00
True Religion	5	2	0.00
Lee	5	2	0.00
Zima Leto	5	2	0.00
Enchanted Drapes	5	2	0.00
MISSPAP	5	2	0.00
Cloth Haus India	5	2	0.00
ISAM	5	2	0.00
ONEWAY	5	2	0.00
MANKSH	5	2	0.00
Salvia Sky	5	2	0.00
COTTON ON	5	3	0.00
BODD ACTIVE	5	3	0.00
OASIS	5	3	0.00
ALCOTT	5	3	0.00
StyleAsh	5	3	0.00
NITSLINE	5	3	0.00
Laabha	5	3	0.00

MEN

Product Brand	Product Rati...	Total_Buyers	BTS
LOCOMOTIVE	5	1	0
ZU	5	1	0
Black Panther	5	1	0
Bossini	5	2	0
Moda Rapido	5	2	0
Greenfibre	5	2	0
Bushirt	5	2	0
SNX	5	2	0
BAESD	5	2	0
DRAGON HILL	5	2	0
Shaftesbury London	5	2	0
House of Pataudi	5	2	0
KLOTTHE	5	2	0
TABARD	5	2	0
Hangup	5	2	0
LINDBERGH	5	2	0
Styli	5	2	0

PRICE PERFORMANCE RATIO

KIDS

Product Brand	Product Price	Product Rating	Verified Buyers	Price_Performance
H&M	239	4.5	3800	100
x2o	809	4.1	5000	35.42
Urbano Juniors	604	4.2	3500	34.02
Cutiekins	499	4.2	2800	32.94
pspeaches	980	4.2	5300	31.75
x2o	551	4.2	2800	29.83
YK Disney	493	4.3	2400	29.26
x2o	551	4.2	2700	28.76
Cutiekins	749	4.3	3500	28.08
DChica	479	4.3	2200	27.6
DChica	480	4.3	2200	27.55
Stuffie Land	527	4.4	2100	24.51
HELLCAT	584	4	2400	22.98

WOMEN

Product_Brand	Product_Price	Product_R...	Verified_Buyers	Price_Performan...
Tokyo Talkies	209	5	38700	100.00
Tokyo Talkies	251	5	38700	83.27
SASSAFRAS	299	4	56800	82.07
Tokyo Talkies	258	5	38700	81.01
Tokyo Talkies	258	5	38500	80.59
Tokyo Talkies	272	5	38700	76.84
Roadster	597	4	67200	48.63
Roadster	619	4	67200	46.90
Roadster	636	4	67100	45.58
Roadster	649	4	67100	44.67
Tokyo Talkies	417	4	41700	43.20
SASSAFRAS	635	4	56700	38.58
Kotty	599	4	46200	33.32
Tokyo Talkies	550	4	41700	32.76

MEN

Product_Brand	Product_Price	Product_R...	Verified_Buyers	Price_Performan
Tokyo Talkies	209	5	38700	100.00
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Tokyo Talkies	417	4	41700	43.20
SASSAFRAS	635	4	56700	38.58
Kotty	599	4	46200	33.32
Tokyo Talkies	550	4	41700	32.76

COMPARED OVERPRICED BRANDS VS BUDGET FRIENDLY BRANDS

DISCOUNT ANALYSIS

	Discount_Category	Total_Products	Avg_Rating	Total_Buyers	
	Low Discount (0-30%)	9018	4.17	1264717	
	Medium Discount (31-60%)	24258	4.03	6023622	
	High Discount (60%+)	18134	3.99	12121194	

KIDS

	Discount_Category	Total_Products	Avg_Rating	Total_Buyers	
	Low Discount (0-30%)	11755	4.18	1536400	
	Medium Discount (31-60%)	35881	4.11	11730518	
	High Discount (60%+)	23823	4.03	22976727	

MEN

	Discount_Category	Total_Products	Avg_Rating	Total_Buyers	
	Low Discount (0-30%)	9018	4.17	1264717	
	Medium Discount (31-60%)	24258	4.03	6023622	
	High Discount (60%+)	18134	3.99	12121194	

WOMEN

HIGH RATED PRODUCTS THAT DESERVE MORE ATTENTION

KIDS

Product Name	Product Brand	Product Rating	Verified Buyers
Pack Of 2 Lightly Padded Bra	PLUMBURY	5	7
Boys Slim Fit Jeans	Allen Solly Junior	5	7
Boys Tapered Fit Jeans	HERE&NOW	5	6
Boys Cargos Trousers	Jack & Jones J...	5	6
Girls Pure Cotton Night Suit	Knitting Doodles	5	6
Boys Cotton Chino Shorts	Marks & Spencer	5	5
Girls Cotton Night Suit	Anthrilo	5	5
Kids Self Design Sweater	MiArcus	5	5
Girls Graphic Print Night suit	Lil Tomatoes	5	4
Cable Knit Woollen Sweater	MiArcus	5	4
Boys Slim Fit Chinos Trousers	Allen Solly Junior	5	3
Boys Printed Cotton T-shirt	Monte Carlo	5	3

MEN

WOMEN

Product_Name	Product_Brand	Product_Rati...	Verified_Buyers
Women Solid Pullover	Madame	5	99
Women Mirror Work Crop Top	Rang by Indya	5	99
Women Relaxed Fit High-Rise Jeans	Levis	5	99
Pencil Mini Denim Skirt	Freehand by The Indian...	5	99
Women Typography Denim Shorts	Tokyo Talkies	5	98
Women Pullover Sweater	Kook N Keech	5	98
Lifestyle Rapid-Dry Sweatshirt	HRX by Hrithik Roshan	5	98
Lifestyle Rapid-Dry Sweatshirt	HRX by Hrithik Roshan	5	98
Printed Shirt Style Top	Annabelle by Pantaloons	5	97
Printed Cinched Waist Top	SPUNKIES	5	96
Women High-Rise Flared Jeans	Chemistry	5	96
Women Regular Fit Denim Shorts	Roadster	5	95
Printed Sweatshirt	DressBerry	5	95
Long Sleeves Pullover	Tokyo Talkies	5	95
Women Cardigan	aarbee	5	94
Round Neck Acrylic Pullover	Marks & Spencer	5	94
Women Skinny Flared Jeans	Roadster	5	94
Women Plus Size Skinny Jeans	Sztori	5	94
Women Abstract Knits Bits Sweater	Berrylush	5	94
Women Shrug	Outflits	5	93
Women Denim Shrug	KASSUALLY	5	93
Women Self Design Pullover	all about you	5	93
Women Printed Sweatshirt	HERE&NOW	5	93

Product Name	Product Brand	Product Rati...	Verified Buye...
Slim Fit Cotton Casual Shirt	Louis Philippe Sport	5	28
Cotton Boxy T-shirt	United Colors of Benetton	5	24
Train SUP T-Shirt	Reebok	5	22
Men Printed Pullover	Monte Carlo	5	13
Polo Collar Slim Fit T-shirt	THE BEAR HOUSE	5	13
Slim Fit Pure Cotton Shirt	The Indian Garage Co	5	12
Polo Collar Slim Fit T-shirt	Tommy Hilfiger	5	12
Men Polo Collar Applique T-shirt	GANT	5	12
Men Polo Collar Cotton T-shirt	SPYKAR	5	12
Linen Casual Shirt	ColorPlus	5	11
Pure Cotton Slim Fit T-shirt	Tommy Hilfiger	5	11
Checked Casual Shirt	Tommy Hilfiger	5	10
Dyed Mandarin Collar Kurta	indus route by Pantaloons	5	10
Solid Wool Sweater Vest	ColorPlus	5	10
Argyle Print Cardigan Sweater	Monte Carlo	5	10
Men Self Design Pullover	MANGO MAN	5	10
Printed Pure Cotton T-Shirt	Flying Machine	5	10
dryCELL Football T-Shirt	Puma	5	10
teamCUP Training Slim T-Shirt	Puma	5	10
Slim Fit Opaque Casual Shirt	Being Human	5	9
Slim Fit Opaque Casual Shirt	Mast & Harbour	5	9
Pure Cotton Casual Shirt	Jack & Jones	5	9
Slim Fit Opaque Casual Shirt	Being Human	5	9
Spread Collar Casual Shirt	EL QUEMIS	5	9