



<hacker-ramp/>

*we for the*

Team Name : **SheLeads**



Pallavi Survase



Vaishnavi S Raj



Total visits  
**216.3M**

Last month change  
**5.59%**

Bounce rate  
**50.69%**

Pages per visit  
**6.07**

Average visit duration  
**00:04:50**

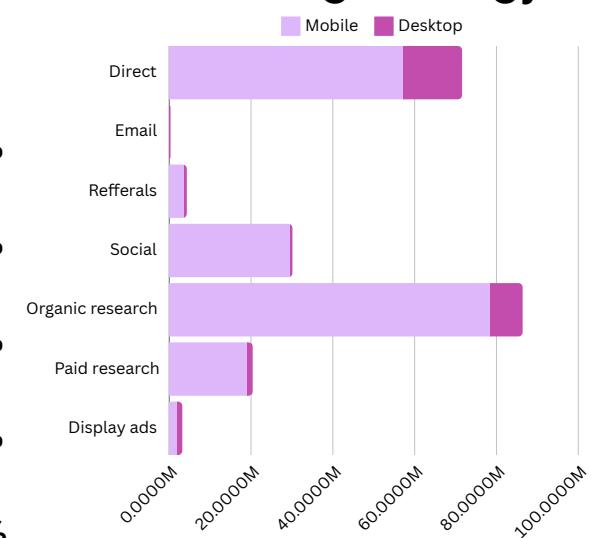
### Primary Research

#### Insights from Primary Research

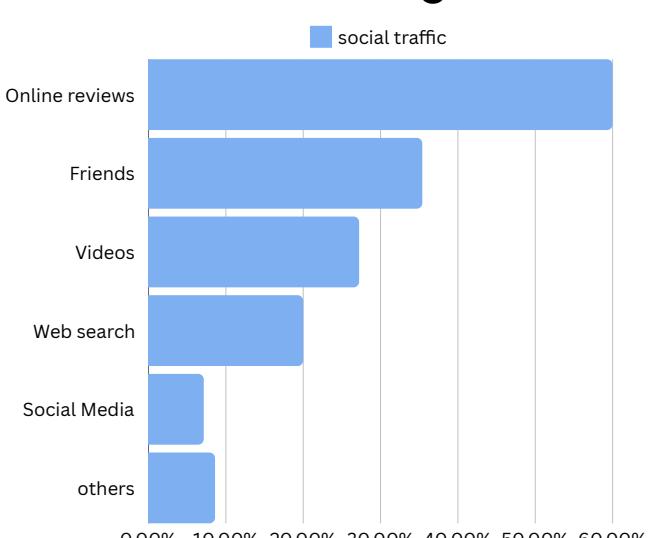
##### Sought After Sales Category (TBBD)

Clothing	26%
Shoes	18%
Accessories	17%
Bags	13%
Other	7%

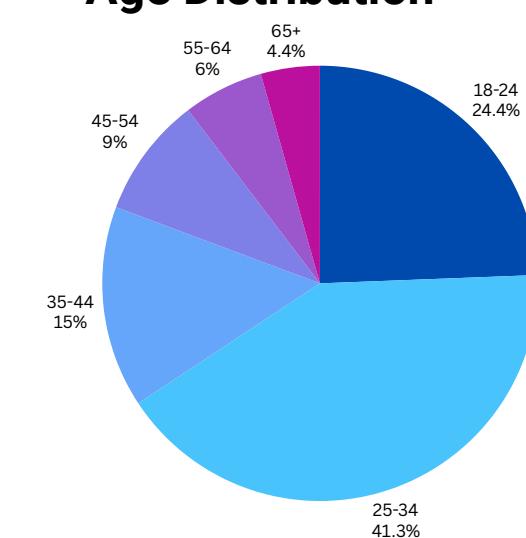
##### Advertising Strategy



##### Decision-Making Criteria



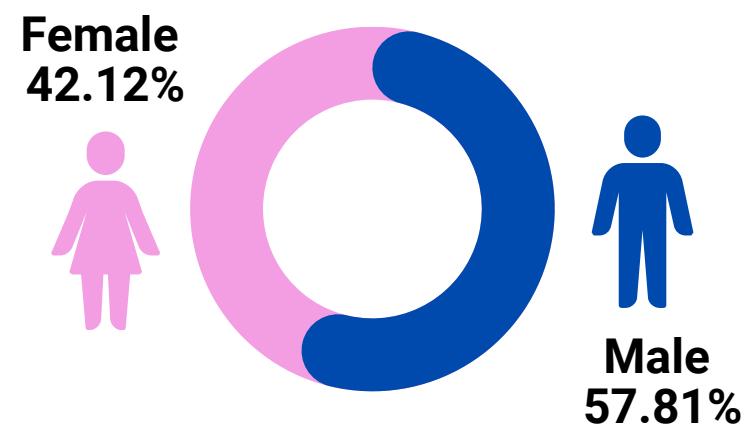
##### Age Distribution



The largest age group of visitors are **25 - 34 year old** which is **41.3%**

myntra.com's audience is **57.81% male** and **42.19% female.**

##### Gender Distribution

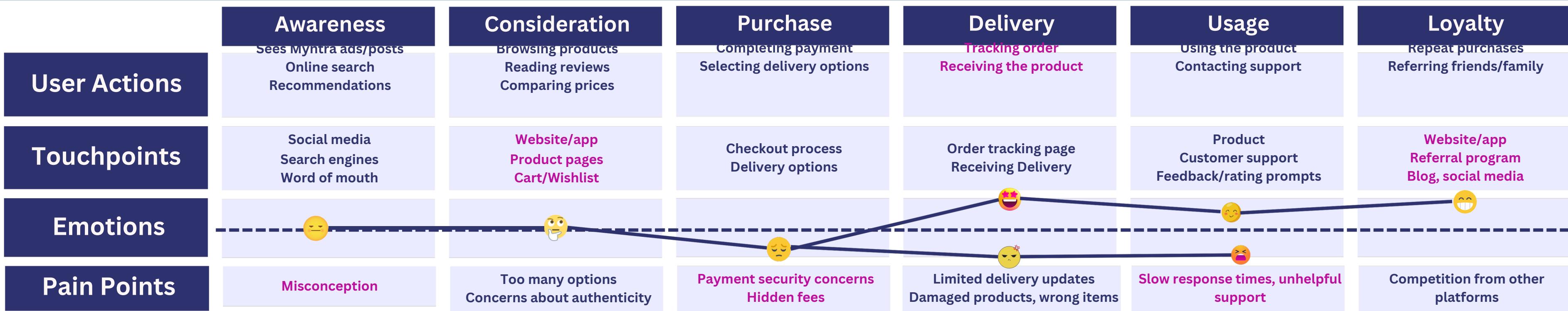


### Customer pain Points

- Financial Pain Point:** When customers spend resources on their current business and end up in financial strain
- Productivity Pain Point:** When customers want to spend their time more efficiently but are not able to do so
- Process Pain Point:** When brands interact with customers by choosing different processes
- Support Pain Point:** When customers do not receive the right support during their journey



## Customer Journey Mapping



## Cohorts Segmentation

	 <b>Aravi</b> "shopping to start his 1st day in college"	 <b>Arjun</b> "shopping for his 1st job interview"	 <b>Swati</b> "shopping for her 16th birthday"
<b>Goals</b>	Make a great first impression at college with stylish, comfortable, affordable outfits.	Find a professional, polished outfit to impress potential employers.	Find a stylish, trendy outfit that reflects her personality and makes her stand out at her birthday party.
<b>Shopping Habits</b>	- Prefers online shopping for convenience and researches trends and reviews. - Influenced by social media and values brand reputation and discounts.	- Prefers online shopping for convenience and thorough research. - Values quality formal wear and stays updated on fashion trends.	- Influenced by social media for style. - Keeps up with latest trends. - Seeks peer opinions. - Enjoys browsing various styles and brands. - Prefers youthful, trendy brands.
<b>Trigger to Purchase</b>	- Peer recommendations, special offers, new fashion trends, and event-specific needs.	- Urgency of upcoming job interview. - Influenced by positive reviews, discounts, and professional recommendations.	- Anticipation of her 16th birthday. - Influenced by social media trends. - Discounts and exclusive offers. - Positive feedback from friends and family.
<b>Barriers</b>	- Budget constraints, size/fit uncertainty, overwhelming choices, and shipping policies.	- Budget limitations, fit and comfort concerns. - Worries about delivery times and overwhelmed	- Budget constraints, relies on parental support. - Size and fit uncertainty. - Consideration of parental approval.

## Step Towards Aim 1

## Approach

## Aim 2. Approach

## MARKETING STRATEGY

**Aim:** Leverage AI to attract and retain customers by analyzing fashion trends and preferences, expanding Myntra's base.

Pain Points	Challenges	Impact	Data-Driven Insights
Desire for Personalization	Tailored Shopping Experiences	Boost Engagement, Satisfaction	70% GenZ Prefer Personalization
Uncertainty in Online Shopping	Virtual Try-On Hesitation	Reduce Returns, Improve Confidence	40% Reduction in Returns
Quick Customer Support	Fast Digital Service	AI-Driven Satisfaction, Loyalty	50% Faster Issue Resolution
Keeping Up with Fashion Trends	Rapid Trend Adaptation	Maintain Relevance, Engagement	Increases Engagement and Loyalty
Value and Flexible Pricing	Competitive, Flexible Pricing	Attract Price-Sensitive Shoppers	10-20% Increase in Conversions
Fast and Reliable Delivery	Fast, Reliable Shipping	Timely Deliveries, Satisfaction	Enhances Satisfaction and Retention

### Prioritisation Based on Rice Method

Elements	Reach	Impact	Confidence	Effort	Score
1 Personalized Recommendations	>	3	3	3	54
2 Virtual Try-Ons	>	3	3	2	36
3 AI-Powered Customer Service	>	3	2	3	36
4 Trend Analysis	>	2	3	2	24
5 Dynamic Pricing	>	2	3	2	24
6 Optimized Logistics & Inventory	>	3	3	2	18



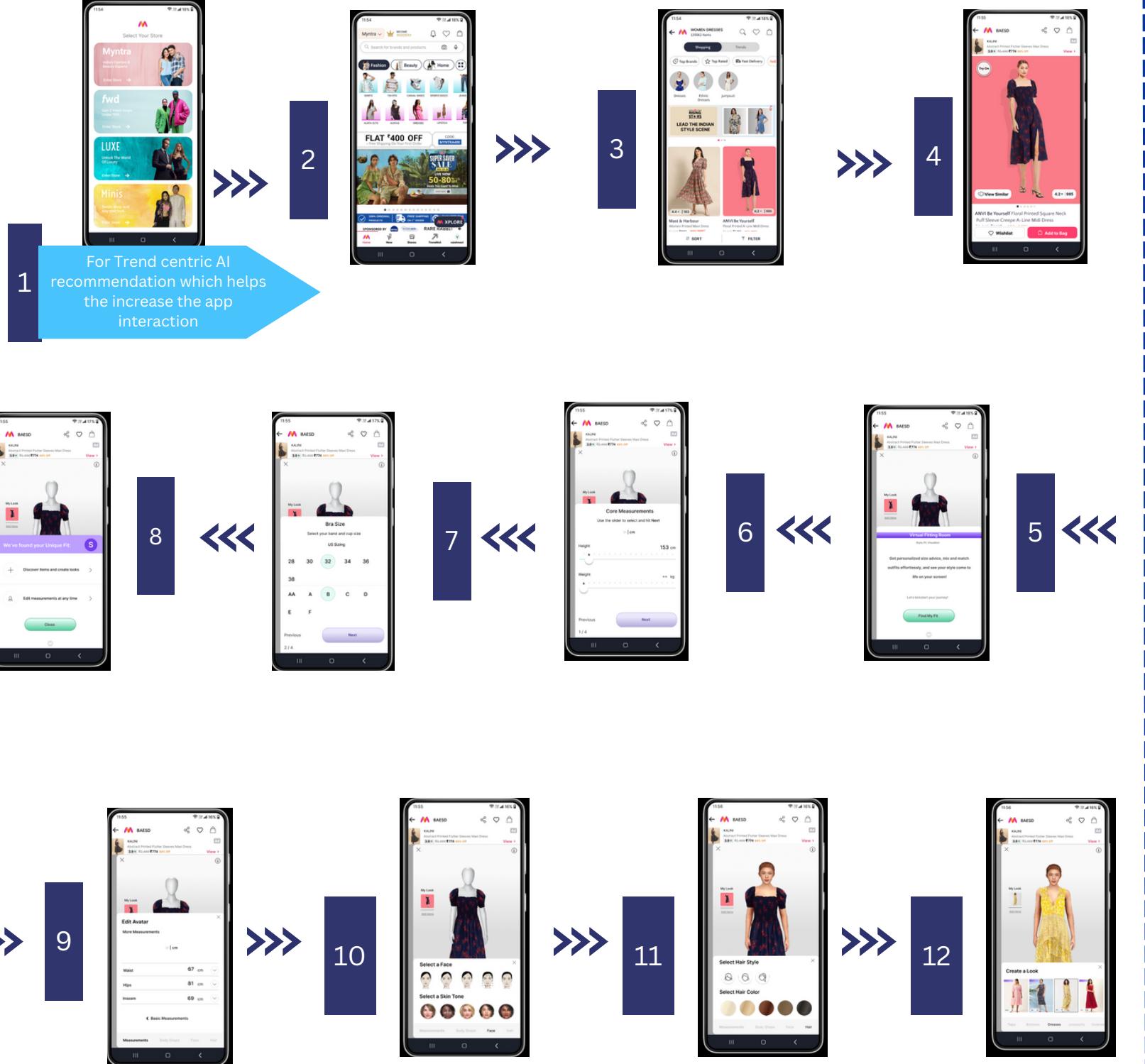
## Step Towards Aim 1

## Approach

## Aim 2. Approach

## MARKETING STRATEGY

How will it work?



- E ► Personalized Recommendations
- L ► Virtual Try-Ons
- E ► AI-Powered Customer Service
- M ► Trend Analysis
- E ► Dynamic Pricing
- N ► Optimized Logistics
- T
- S

Performance Matrix

### Metric

1	Conversion Rate
2	Conversion Rate
3	Response Time
4	Sales Impact
5	Revenue Growth
6	Inventory Turnover

Before Implementation	After Implementation
> 2.5%	> 3.8%
> 1.8%	> 3.2%
> 24 hours	> 12 hours
> 15% increase	> 25% increase
> 20%	> 30%
> 4 times	> 6 times

How will we create frenzy?

Swag Se Pehno: Trendy Fashion Redefined!

Campaign: "Stay Trendy with Myntra Magic"

Channels:



Teaser Cryptic Message: "Unlock the secrets of style with Myntra's next trend revelation. Are you ready to discover the magic?" and some hashtags #MyntraMagic #TrendRevelation #FashionForward #StyleSecrets

Anthem Release: "Myntra Magic, where style meets AI, Discover trends that never say goodbye. From runway to your closet, ignite your flair, Stay ahead with Myntra, beyond compare!"

Jingle: "From runway to your screen, Myntra's style is supreme, Trend magic that's unseen, your fashion dreams redeemed!"



## Step Towards Aim 1

## Approach

## Aim 2. Approach

## MARKETING STRATEGY

Fashion ka naya andaaj: swag se naya dikhaavat!

Aim:

Transform Myntra into a social shopping hub with influencer partnerships and user-generated content to boost engagement and drive conversions.



### CHALLENGES

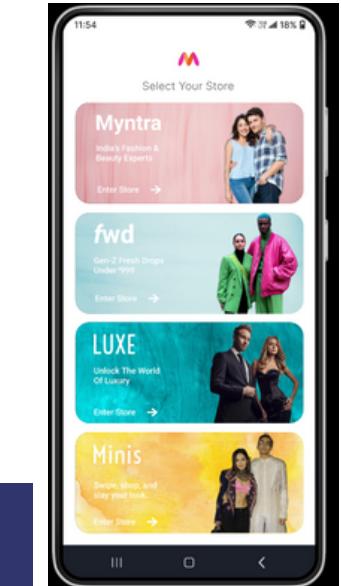
- 1 Credible Recommendations
- 2 Peer Content Value
- 3 Social Media Shopping
- 4 Integrated Platform Tools
- 5 Interactive Brand Interactions

### IMPACTS

- Boost Brand Credibility
- Enhance User Conversions
- Direct Social Purchases
- Boost User Experience
- Increase Brand Engagement

### INSIGHTS

- 1 Social Media Influence
- 2 User-Generated Content Converts
- 3 Commerce Growth Forecast
- 4 Enhanced Brand Loyalty
- 5 Interactive Campaign Success



1  
For Social Shopping Integration

## How It works

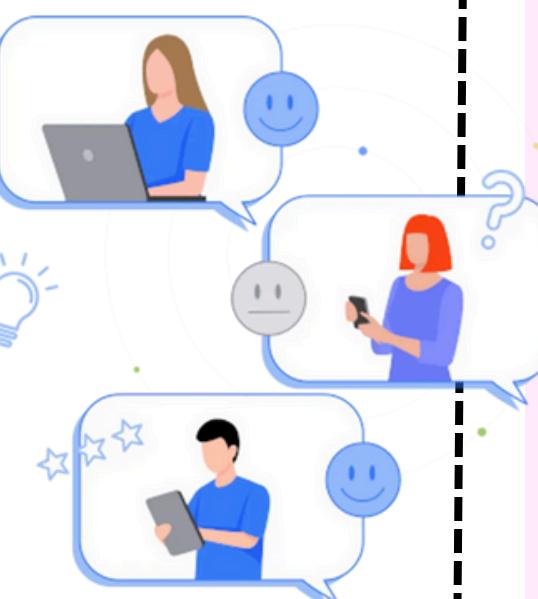


**Prioritisation Based on Rice Method**

Elements	Reach	Impact	Confidence	Effort	Score	
1 Simplified Purchase Process	>	High	High	Medium	Low	36
2 Trust and Authenticity	>	High	High	High	Medium	32
3 Seamless Social Shopping	>	Medium	High	Medium	High	24
4 Authentic Brand Connections	>	High	Medium	Medium	Medium	20
5 Engaging Brand Experiences	>	Medium	Medium	Low	High	12

**Partnerships**

**Influencer Partnerships:** Collaborate with top influencers like Bhuvan Bam, Kusha Kapila, and Ashish Chanchlani for live streaming, vlogs, and paid promotions. These influencers can showcase Myntra's latest collections and offer styling tips, driving engagement and sales. Through live streams, vlogs, and paid promotions, they can highlight how Myntra's AI-driven suggestions keep customers stylish and on-trend.



## How will you Market Frenzy?

### Drone Swarm Show:



### Sales Frenzy in the skies to spread Awareness

#### Social Media Hype

Something extraordinary is happening in the night sky. It's a secret you won't want to miss. Are you ready for the mystery?



Flash Sales



Mystery Boxes



Surprise Rewards

#MyntaMagic #TrendRevelation #FashionForward  
#StyleSecrets

Channels

## How will we induce brand involvement?

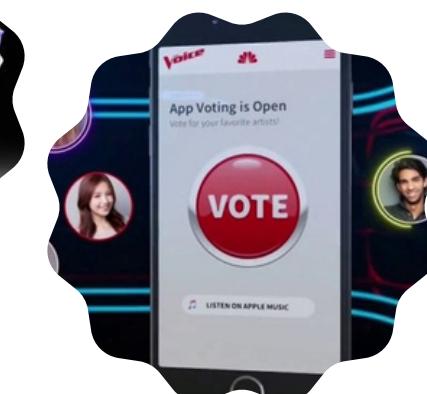
### Virtual Fashion Shows

Chat with designers

Direct item purchase



Interactive Virtual Fashion Shows



Real-time voting



#MyntaVirtualFashion #RunwayVotes #DesignerChat  
#FashionShowcase #ShopFromTheShow

## How will we create buzz?



**Mystery Box Madness:**  
Engage customers with suspenseful purchases of mystery boxes containing surprise items.



**Surprise Items & Discounts:**  
Offer varied surprises from top brands and exclusive discounts with every mystery box.



**Premium Rewards Unlocked:**  
Unlock premium rewards, creating anticipation and excitement among shoppers.