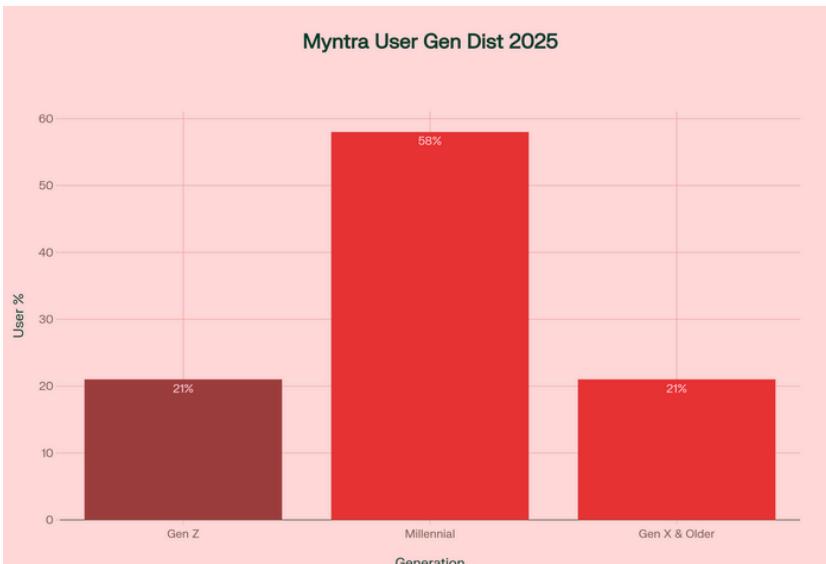


AI-Driven Personalization:

Elevating Myntra's Quest to crack the Gen Z Code

Myntra: India's Fashion Powerhouse

Founded in 2007, Myntra has grown from a personalized gifting startup to India's top online fashion destination. Headquartered in Bengaluru and now a key part of the Flipkart Group, Myntra boasts a vast portfolio of Indian and international brands, catering to fashion minded Gen Z, millennials, and style enthusiasts nationwide. Myntra is also a tech leader, driving innovation with AI-powered recommendations, AR try ons, influencer led Myntra Studio content, and mega events like the End of Reason Sale. Its hybrid marketplace and inventory led model ensure both choice and exclusivity.



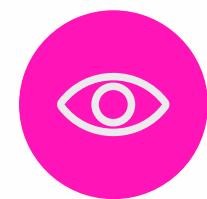
A deep understanding of the business model



Myntra operates a hybrid model:

- Marketplace: Partners with third-party sellers and brands for wide product variety.
- Inventory led: Directly stocks in-demand and private label brands for margin control and exclusivity.
- Private Labels: Brands like Roadster, HRX, Anouk, and Mast & Harbour target varied style segments and contribute substantially to Myntra's growth and revenue.





vision

- To be the most customer centric and innovative eCommerce platform globally.
- Offering unparalleled convenience for Gen Z customers, pioneering technology based experiences for self expression and self satisfaction.
- Empowering businesses of all sizes to thrive in the digital marketplace.



mission

- To analyze and anticipate dynamic Gen Z trends and preferences.
- Ensuring every interaction on Myntra is highly personal, visually immersive, and effortlessly impeccable.
- Harnessing advanced AI, innovative segmentation, and social first shopping journeys.

 **Massive Gen Z Market** 



India is home to more than 200 million Gen Z individuals residing in urban and semi-urban regions, with around 60 million of them already engaging in online shopping. This demographic presents a significant and expanding opportunity.

 **Demand for Authenticity & Visuals** 



Over 80% of Gen Z consumers in India prioritize authentic creators, short-form video content, and real time fashion trends. Their shopping decisions are 70-80% influenced by visual experiences and relatable content.

 **Identity Centric Personalization** 



Around 85% of his demographic rewards brands that offer personalized experiences and 77% Indian Gen Z prefer brands that are environmentally sustainable and reflect their ethical or social values.

Problems & Impact

Absence of Trend Identification:

97% of Indian consumers now discover fashion brands via social media, with real time trend visibility seen as a key differentiator. Missing trending content means missing out on vast, active customers.

Poor Categorization

Poor product data and categorization can cost 15–20% of annual revenue in e-commerce, due to unclear product info, filter problems, and user drop off.

Trust and Credibility

18% of users hesitate to trust fashion e-commerce sites with their credit card information, highlighting the importance of robust security and credibility signals.

Understanding Our Diverse Users:

Gen Z Influencer (Aisha, 21)

Motivation: Social validation, latest trends, unique self expression.

Behavior: Heavily influenced by Instagram/TikTok, visual discovery, quick decisions on trending items.

Career-Oriented Shopper (Priya, 30)

Motivation: Quality, versatility, curated professional & casual wear.

Behavior: Reads reviews, seeks brand reliability, values efficiency and personalized collections.

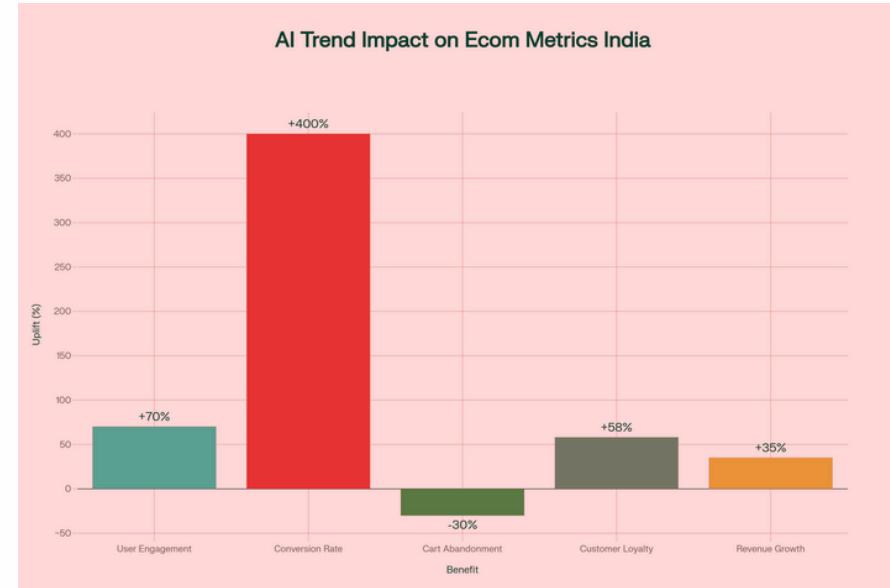
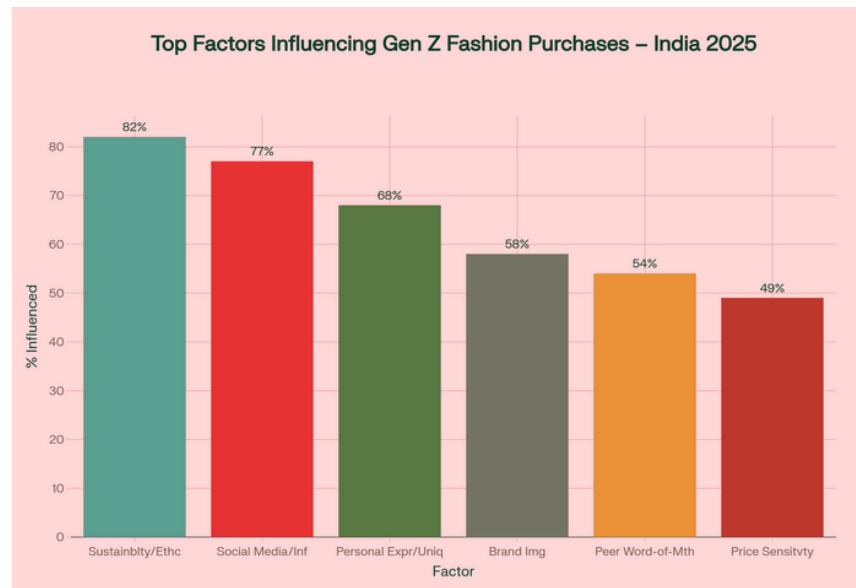
Value-Conscious Parent (Rajesh, 38)

Motivation: Best deals, practical wear for family, convenience.

Behavior: Price comparison, seasonal sales, bulk purchases, family-oriented recommendations.

Product Feature #1

Function	Recommended Tools/Platforms
Data Collection	Scrapy, Apify, Twitter/Instagram APIs, Apache Kafka
NLP & Trend Detection	SpaCy, Hugging Face Transformers, Scikit-learn, TensorFlow, Facebook Prophet
Big Data Analytics	Google BigQuery, Amazon Redshift, Databricks, Apache Spark
Visualization	Power BI, Tableau, D3.js, Looker
Automation & Orchestration	Apache Airflow, Prefect, MLflow



- AI Powered Trend Detection: Integrate real-time analysis of social media, influencer posts, and sales data to surface trending styles on the home page and category pages.
- 'Today's Trends' Section: Curate a dynamic feed or banner showcasing what's trending across India (or user's city) with daily updates.

- Social media = brand discovery for 97% of Indian consumers. In-app trend curation converts discovery into purchase.
- 26% of India's consuming population (age 15–29) looks for the latest fashion daily, so real-time trend curation is critical for youth retention.

Feature benefits

- Higher User Engagement
- Increased Conversion Rates
- Reduced Cart Abandonment
- Stronger Customer Trust
- Greater Customer Loyalty
- Competitive Advantage
- Revenue Growth

Product Feature #2

Feature	Key Technologies
AI-powered Semantic Search	NLP models (Hugging Face), Elasticsearch, Vector DB (Pinecone)
Voice/Natural Language Input	Speech-to-text APIs (Google/AWS), Intent Detection (Dialogflow)
Visual Collections & Catalogs	ML Tagging, Graph DB (Neo4j), Frontend Frameworks (React)

Rakuten Fashion implemented semantic search and saw a significantly improving product discovery and customer satisfaction. Similarly, Fragrance Buy saw a 3X increase in overall search conversion rates and a 4X boost for mobile app searches after adopting semantic search, driving higher sales and engagement.



- Enable AI powered semantic search: Users can find products using natural language queries (text or voice), making discovery intuitive and personalized.
- Visual Collections & Themed Catalogs: Group items by occasions, styles, or influencer picks, instead of just clothing type.

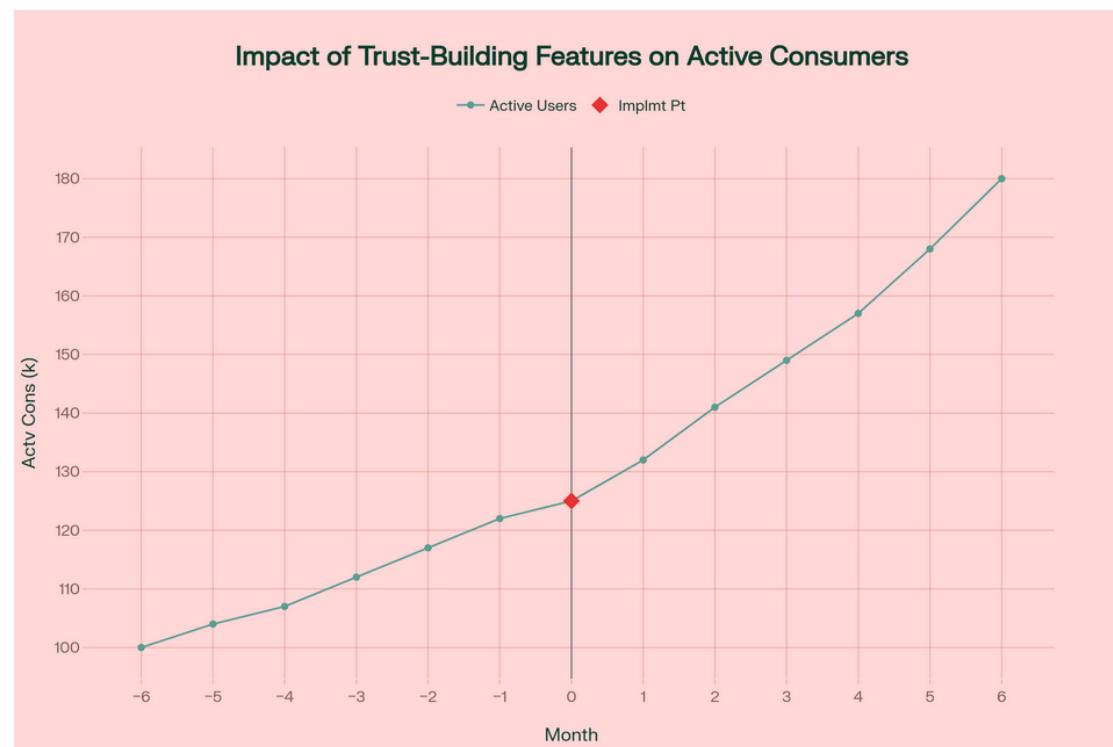
- E-commerce brands lose 15–20% of annual revenue due to poor categorization and weak product data, as users drop off when they can't quickly find what they want.
- Mobile users are 3x more likely to abandon the app due to convoluted navigation or unclear filters.

Feature benefits

- Faster Product Discovery:
- Higher Conversion Rates
- Lower Drop off and Bounce Rates
- Increased Average Order Value
- Stronger Brand Perception
- Mobile User Engagement
- Personalized Shopping Experience

Product Feature #3

Feature	Key Tools/Platforms
Verified Reviews with Images	Yotpo, Trustpilot, Bazaarvoice, Judge.me, custom review modules (React/Node.js)
Trust Badges & Secure Payments	McAfee Secure, Norton, SSL/TLS certificates, PCI DSS-compliant payment gateways (Razorpay, Stripe, PayU, CCAvenue)
Transparent Seller Information	Custom seller dashboards, Shopify/Magento seller modules, Trustpilot integration, analytics dashboards



- Verified Buyer Reviews with Images: Let only verified buyers add reviews/photos; prioritize showing these at the top of product pages.
- Trust Badges & Secure Payment Icons: Prominently display security certifications, return policy, and authenticity badges.
- Transparent Seller Information: Provide clear details about sellers, with trusted seller and return-rate indicators.

- 81% of online shoppers in India are concerned about fraud; clear trust signals can directly boost conversion rates.
- 18% hesitate to provide card info due to lack of trust, while sites with strong security cues see 2x higher checkout completion.

Feature benefits

- | | |
|---|--|
| <ul style="list-style-type: none"> • Increased Buyer Confidence • Higher Conversion Rates • Reduced Return Rates • Lower Cart Abandonment | <ul style="list-style-type: none"> • Improved Brand Reputation • Customer Loyalty Boost • Regulatory and Social Proof Alignment |
|---|--|

Swipe, Shop, Repeat

FUTURE PROSPECTS

- Utilize exploratory data analysis (EDA) and pipelines to streamline the workflow.
- Incorporate Socket.IO for real-time data analysis and improved responsiveness.
- Use Convolutional Neural Networks (CNNs) to classify accessories and clothing items to identify colors, patterns, style and prints.
- Use algorithms like Latent Dirichlet Allocation (LDA) or Non-negative Matrix Factorization (NMF) to identify common topics.
- Time-series analysis on the frequency of keywords/topics to spot increases in discussion volume.

WORKAROUNDS

- Volatile fashion trends don't leave enough time for completion of product Cycle. Creating Long Term and Short Term fashion Goals, and estimating the time interval of a fashion trend can help determining which trends are going to survive the Product Cycle.
- Neglecting classic products for trendier items might alienate some customers. Foster strong customer relationships through personalized engagement and by integrating customer feedback into inventory management strategies.
- Cheap & Fast Fashion is unsustainable, Leftover items in stock after a trend ends. Upcycling reselling sustainable fast fashion brands SUI, and No Nasties on Myntra FWD. the inventory and the clothes in second hand markets. Collaborating with fast fashion brands.



Menu

About Us

@rmovesbymyntra

Thank you