



The Ethnic Wear Arena

Brand
25



Product
240



Size

- L
- M
- S
- XL
- XS
- XXL
- XXXL



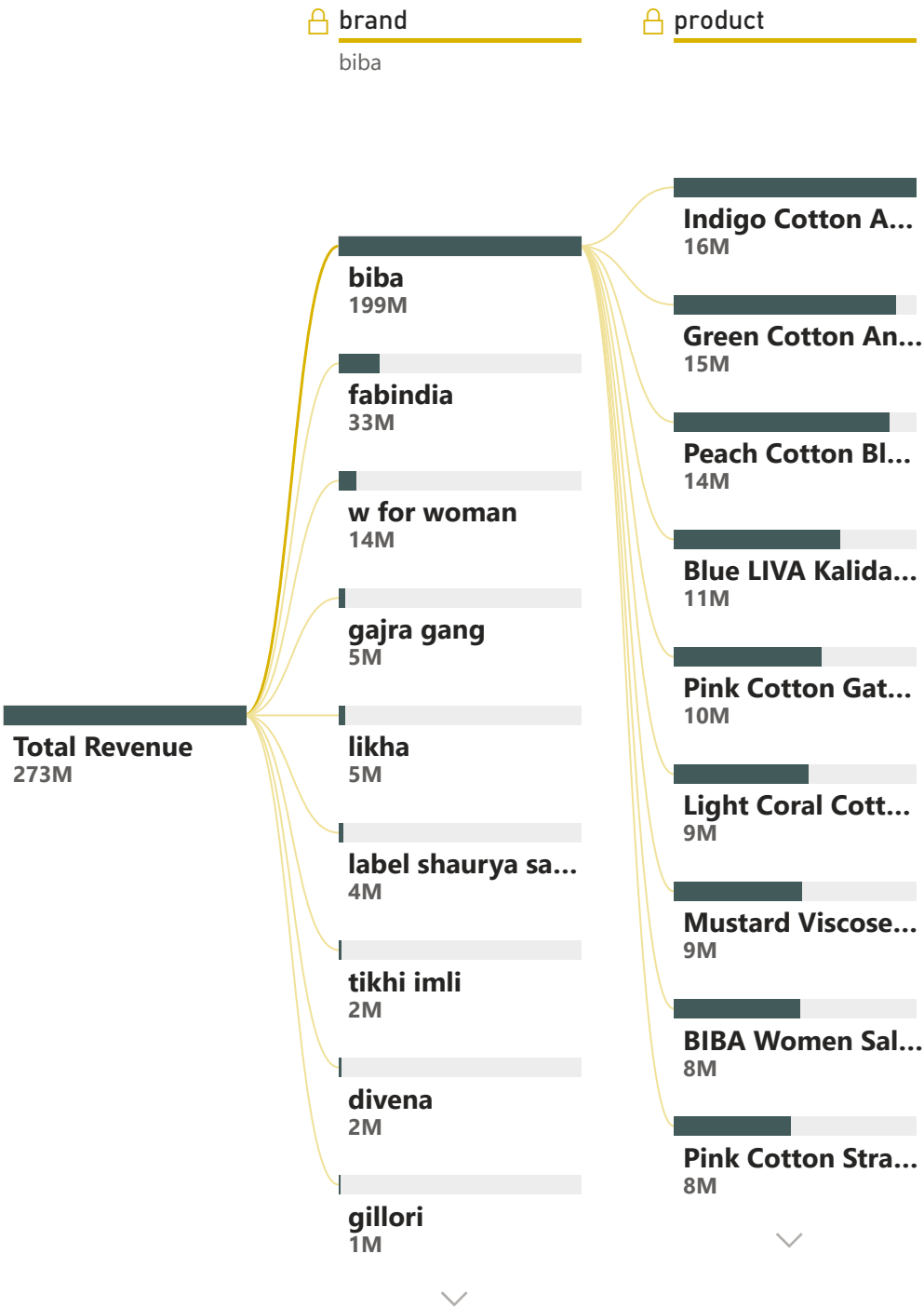
Dashboard



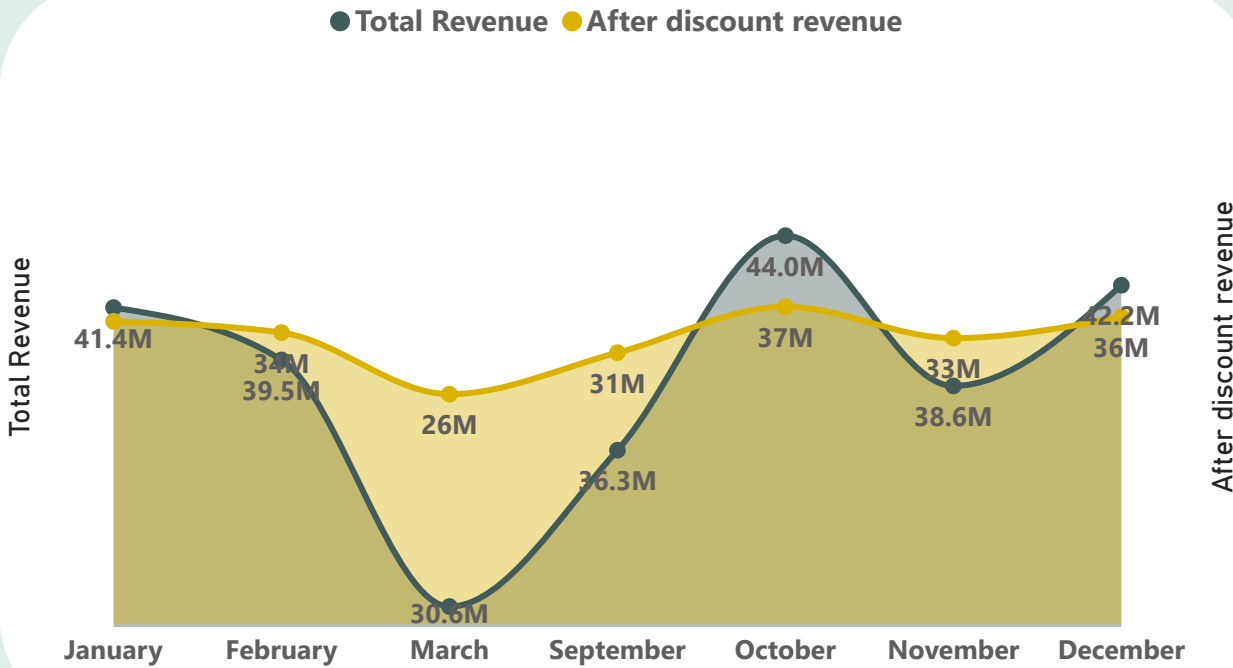
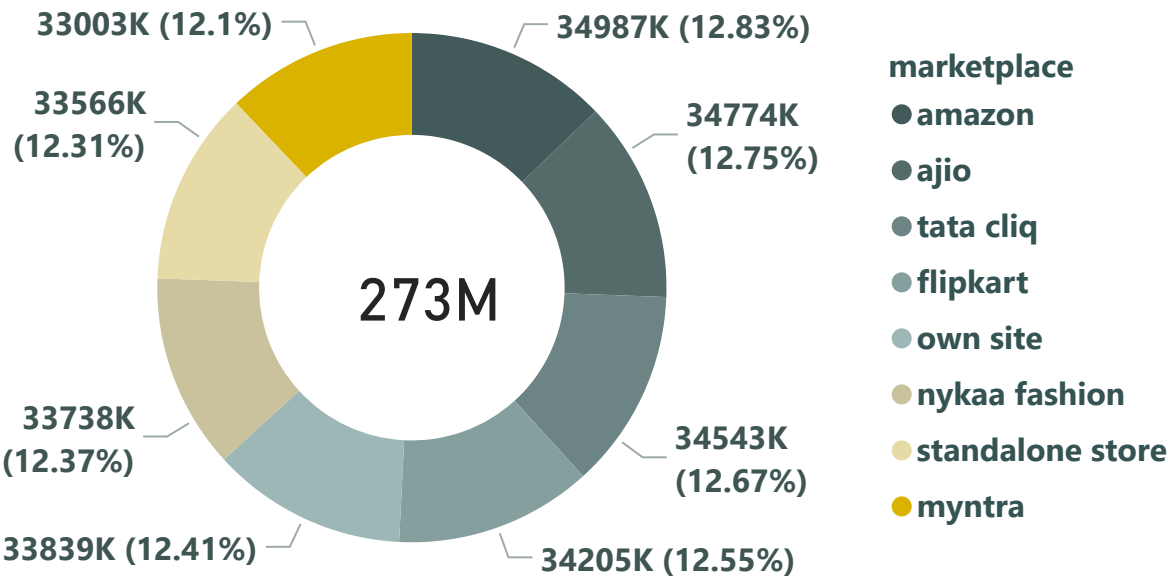
Customer
Analysis



Brand
Analysis



Revenue generated by marketplace





The Ethnic Wear Arena



Dashboard



Customer Analysis



Brand Analysis

Revenue
231M



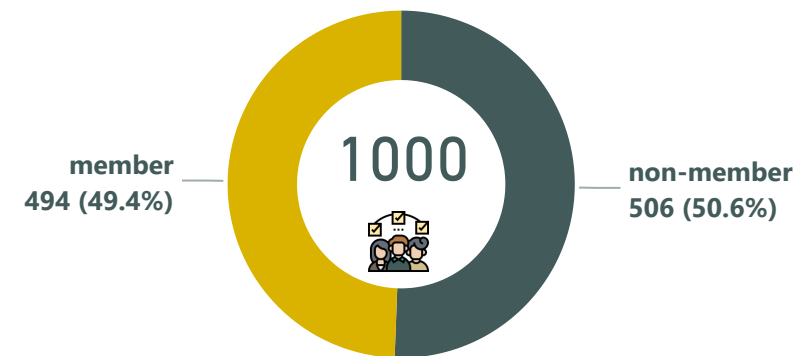
Quantity
112K



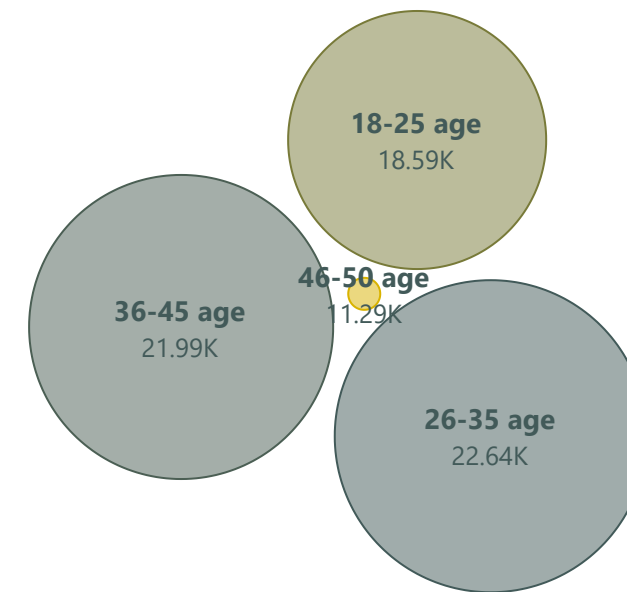
Average Purchase price among all customers

246.28

Customer Type

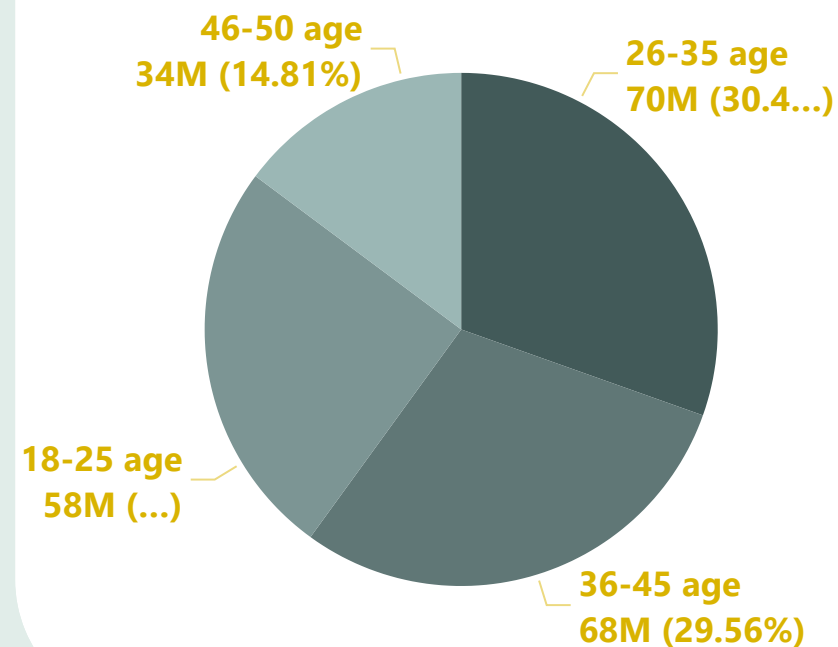


Product purchase by age group



Most people of 26-25 and 36-45 age group like to purchase ethnic wear as compared to 46-50 age group. Recognizing and adapting to these preferences can enhance businesses' ability to cater effectively to the diverse apparel needs of different age groups.

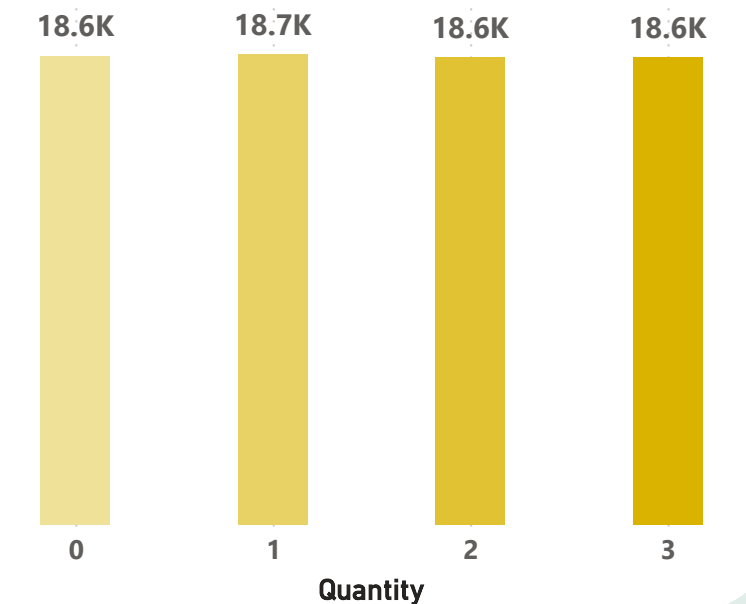
Revenue generated for each group



Here, we can see that 18.6K customer visit the store or website to see the product but not purchase that product. There may be many reasons

- firstly they came for window shopping
- price may be higher
- product is out of fashion

Customer purchase product





The Ethnic Wear Arena



Dashboard



Customer Analysis



Brand Analysis

273M

Total Revenue

231M

After discount
Revenue

Size

L

M

S

XL

XS

XXL

XXXL

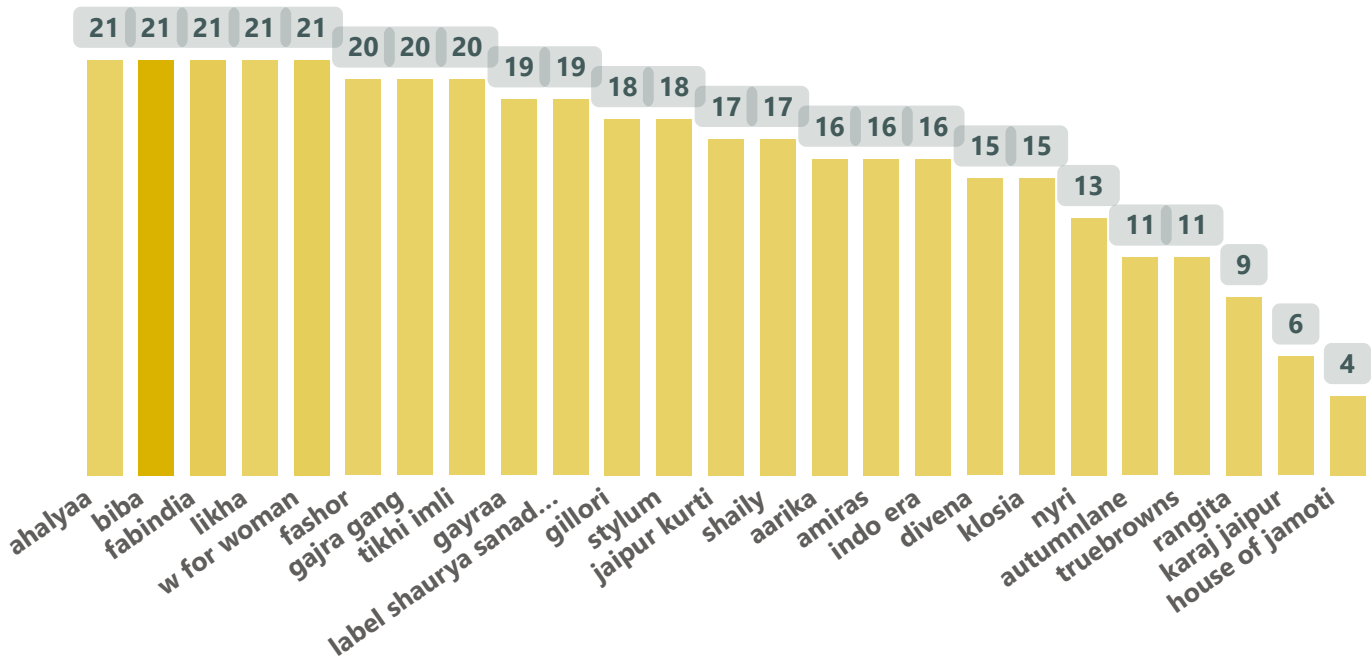
9/4/2023



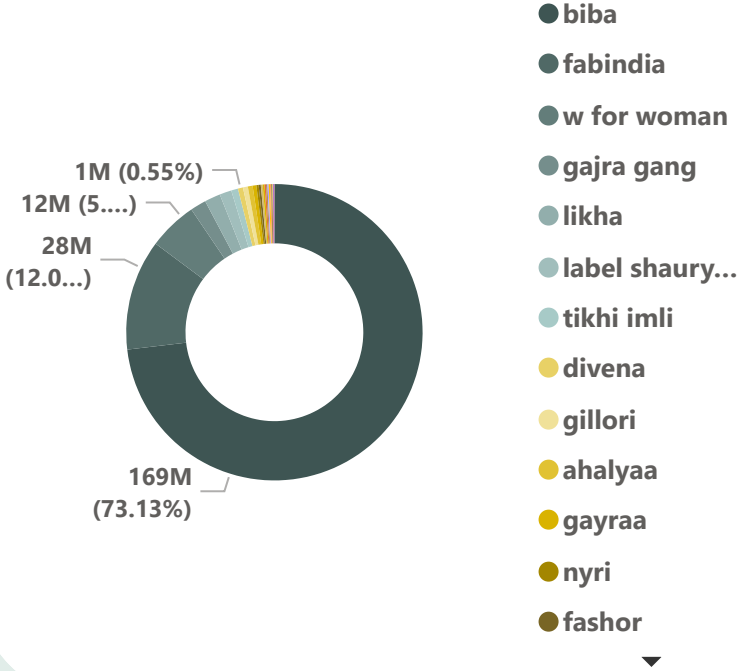
3/22/2024



Discount Percentage by brand



Revenue by brand



Brand

ahalyaa

3

biba

101

fabindia

54

gajra gang

5

gayraa

4

gillori

2

likha

5

stylum

4

tikhi imli

4

w for woman

41

Brands as per Marketplace

amazon	flipkart	tata cliq	nykaa fashion
25	24	24	23
own site	myntra	ajio	standalone st...
25	24	23	23

No of Products as per brand

