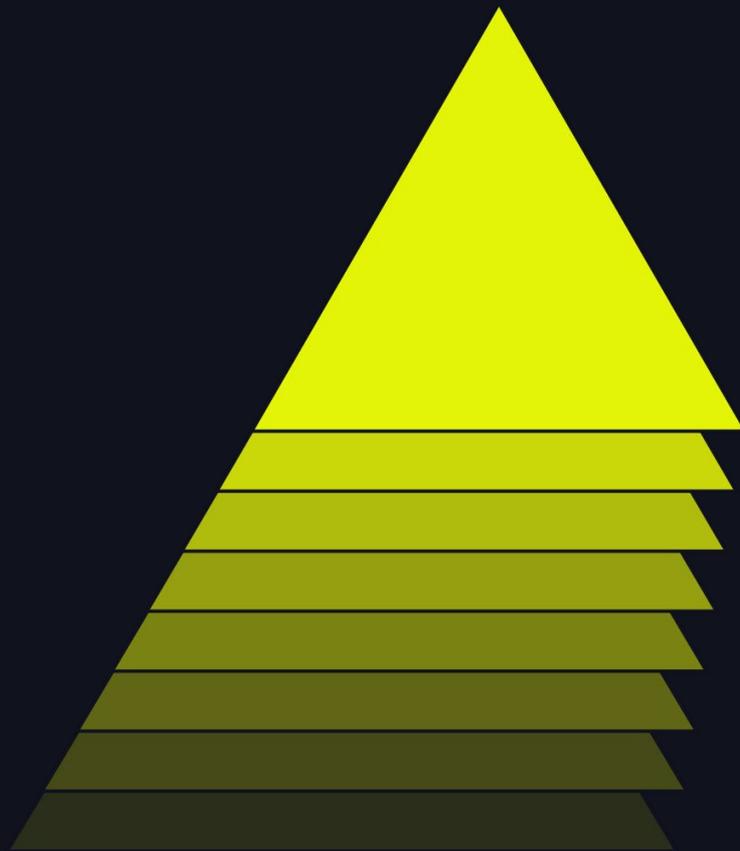


SHAPING THE FUTURE OF DATA IN INDIA'S PREMIER FASHION E- COMMERCE PLATFORM



Raghu Ram Vengalil

PART OF THE LARGEST e-COMMERCE CONGLOMERATE

FLIPKART GROUP DELIVERS ACROSS THE E-COMMERCE VALUE CHAIN

Flipkart Group Companies



India's largest online retailer with capabilities to deliver products across all pincodes in India.



India's leading fashion and lifestyle retailer with distinctive private brands and labels and exclusive international brands



India's largest supply chain services provider of e-commerce capable of doing half a million shipments / day

We are one of India's leading fashion, beauty and lifestyle e-commerce companies, a part of Flipkart-Walmart

Capitable **The CapTable**
@thecaptableco

Myntra is Flipkart's crown jewel. It helped Flipkart maintain its lead against Amazon, built a loyal customer base in top cit
resonates with fashion. But Myntra needs to move



© 2024 CapTable
Myntra is Flipkart's crown jewel and center of Flipkart's IPO ambitions
Myntra has maintained its lead in the fashion segment due to its brand-led marketing but has been under the scanner lately for not being contemporary ...



MYNTRA - INDIA'S FASHION & BEAUTY EXPERT

Styling India@Scale

100Mn+
App installs

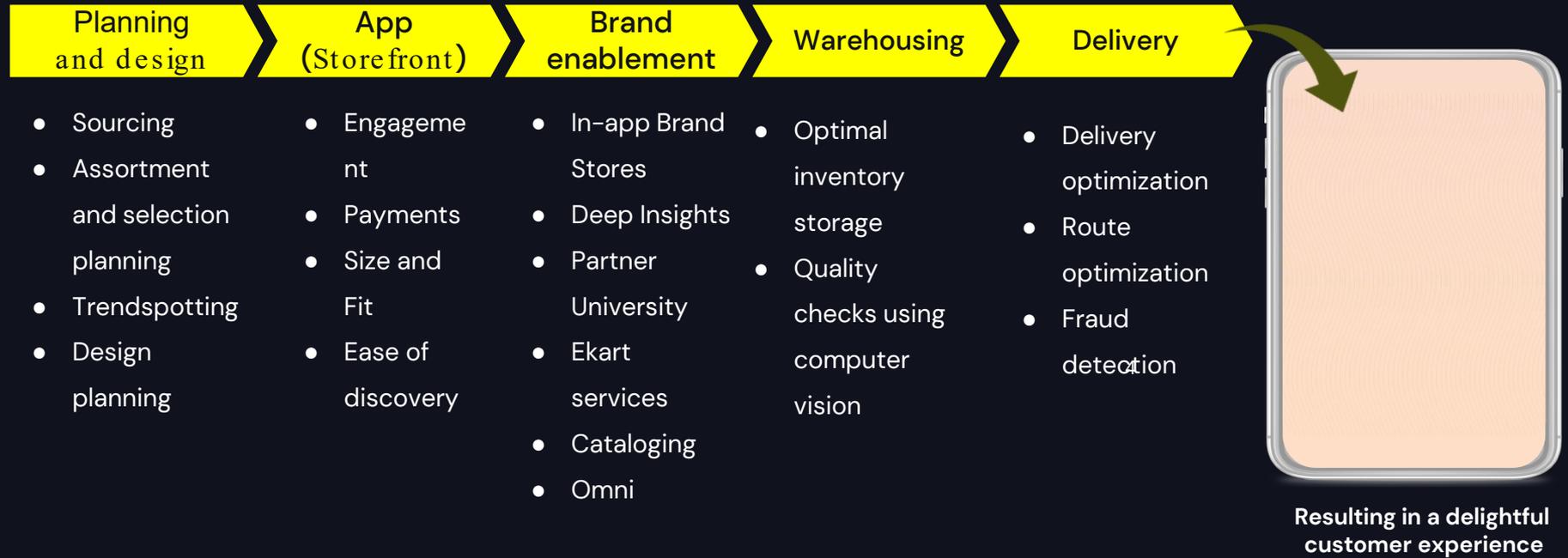
2.9 million
Styles

8800+ Brand
Partners

19000+
Pincodes



TECHNOLOGY AT THE CORE OF ORGANISATION'S FABRIC



MYNTRA'S MYFASHIONGPT & MAYA

The image displays three screenshots of the Myntra mobile application interface, illustrating search results for various fashion items. Each screenshot shows a search bar at the top, a filter for 'Collection 1', and a grid of product cards. Each card includes a product image, brand name, price, and an 'ADD TO BAG' button.

Screenshot 1: What is trending in LA
GENDER: WOMEN
Collection 1
oversized blazer
View More >
London Rag ₹2,039 (₹3,399) ADD TO BAG
H&M ₹2,999 ADD TO BAG
MANGO ₹5,432 (₹6,799) ADD TO BAG
cropped tank top
View More >
ZALORA ACTIVE ₹1,264 (₹2,399) ADD TO BAG
AAHWAN ₹499 (₹999) ADD TO BAG
DeFacto ₹649 (₹999) ADD TO BAG

Screenshot 2: I want to go for a bengali wedding
GENDER: ALL
Collection 1
Off-white silk kurta
View More >
JIN PLUS ₹4,399 DD TO BAG
DEYANN ₹558 (₹2,399) ADD TO BAG
SOJANYA ₹659 (₹1,499) ADD TO BAG
Gold embroidered Nehru jacket
View More >
Jompers ₹929 (₹2,099) ADD TO BAG
Jompers ₹929 (₹2,099) ADD TO BAG
Jompers ₹929 (₹2,099) ADD TO BAG

Screenshot 3: I want a summery look
GENDER: WOMEN
Collection 1
Yellow sundress
View More >
Dressberry ₹799 (₹1,099) ADD TO BAG
Dressberry ₹1,139 (₹1,699) ADD TO BAG
bebe ₹1,439 (₹2,099) ADD TO BAG
Straw hat
View More >
H&M ₹799 ADD TO BAG
H&M ₹799 ADD TO BAG
H&M ₹999 ADD TO BAG



MDP - MYNTRA DATA PLATFORM

Guiding Principles

Data Democracy



Self Serve



Multi-tenancy



Multiple Processing Engines



Cost Efficient



Data Security & Compliance



FIFO - Flexible in & Flexible Out



Data Discovery



Data Quality



Auto Healing



MDP - MYNTRA DATA PLATFORM

Daily statistics

>1k Data pipelines



Data i/o in petabytes



>80 user queries



Click stream events in Billions



>800 unique users



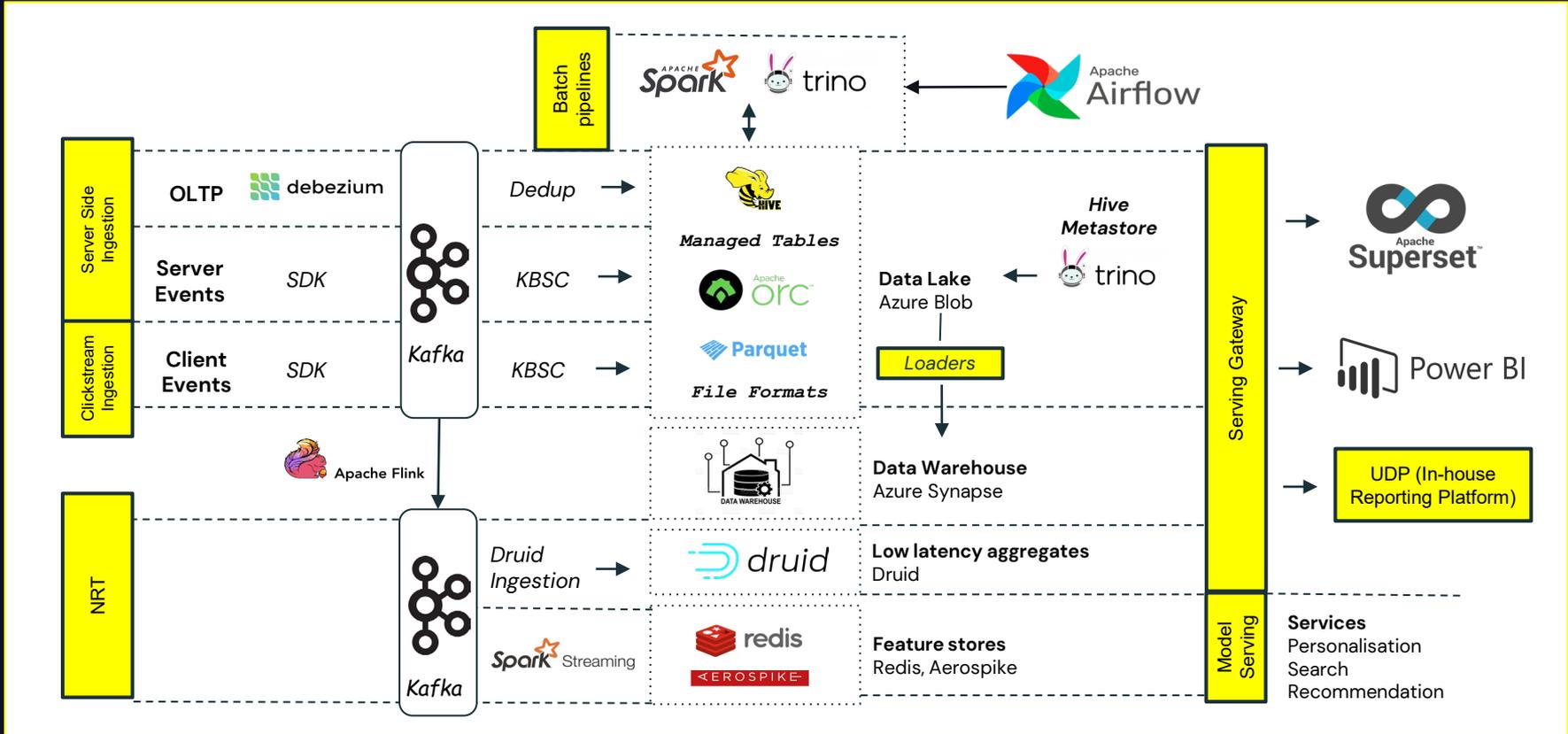
Transactional events in millions



>10% MoM growth in use cases served



PREVIOUS STATE ARCHITECTURE



WHAT DRIVES US TO SEEK CHANGE

Platform Scalability



Time to market



Total Cost of Ownership



Collaboration across data teams

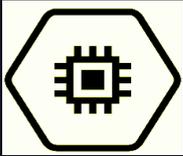


Build efficient Data Platform

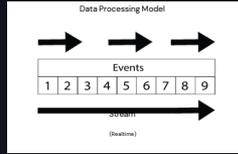


ADVANTAGES WITH DELTA LAKE!

Protocol Standardization, Multi Engine Support & Seamless Interoperability



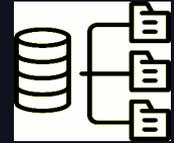
Unified Batch & Stream (Ingestion and ETLs)



Very Rich Feature Support (Time Travel, Versioning, Snapshotting)



Data & Storage Optimization, Auto Compaction



Aggressive Metadata & Stats, Very Low Storage costs



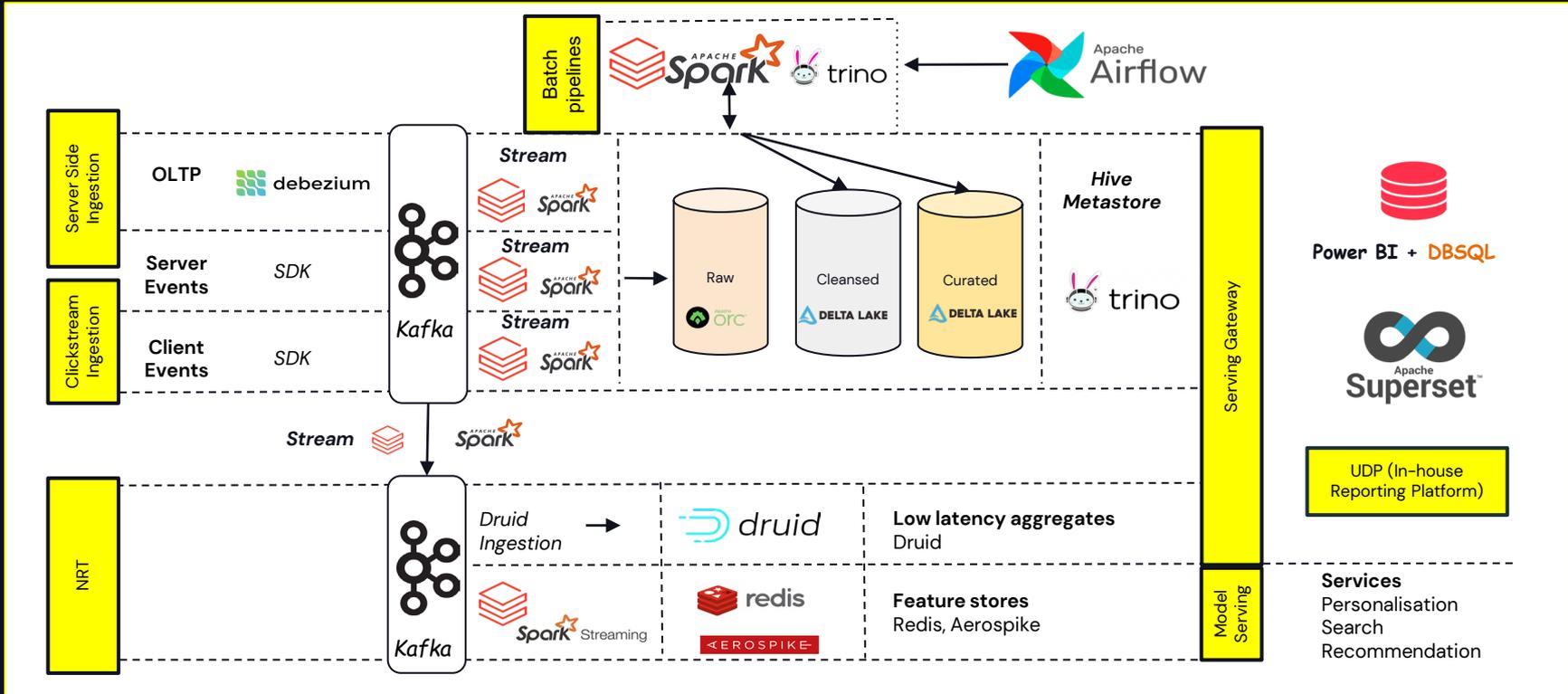
Large OSS Community support, frequent Version Releases



Low Infra Footprint, Easy Upgrades and Highly Optimized Usage



REDESIGNED ARCHITECTURE WITH DATABRICKS ECOSYSTEM



BUSINESS OUTCOMES



25% Performance Improvement

Databricks Data Intelligence Platform has significantly improved our ability to scale data ingestion and reduce ingestion operational costs by over 35%



35% Cost Reduction

Real time pipelines became 25% faster through reduction in latencies with Spark Streaming pipelines on Databricks helping aid faster user experiences like in-session personalised recommendations



THANKYOU

You can find us at:

<https://medium.com/myntra-engineering>

