



A Study on Revenue Optimization Using Dynamic Pricing Analytics in E-commerce: A Study of Myntra

Tiwari Nikhil¹ & Mrs. S. Indira Kumari²

¹Student Scholar,

HT No: 1326-24-672-057

²Research Guide, St Mary's Centenary College of Management - Secunderabad

Corresponding Author – Tiwari Nikhil

DOI - 10.5281/zenodo.21451386

Abstract:

In the rapidly evolving digital marketplace, e-commerce companies are increasingly adopting advanced analytics techniques to improve revenue generation and pricing strategies. Dynamic pricing analytics allows organizations to adjust product prices based on demand, competition, customer behavior, and market trends. This study focuses on revenue optimization using dynamic pricing analytics in the e-commerce sector with special reference to Myntra. The research adopts a descriptive research design and collects primary data through a questionnaire survey from 50 respondents. Secondary data were obtained from journals, websites, and industry reports. The findings indicate that dynamic pricing strategies help e-commerce companies maximize revenue, improve customer engagement, and respond effectively to market demand. The study concludes that the integration of business analytics and dynamic pricing tools enables platforms like Myntra to enhance pricing decisions and achieve sustainable revenue growth in the highly competitive e-commerce industry.

Keywords: *Dynamic Pricing, Revenue Optimization, Business Analytics, E-commerce.*

Introduction:

The rapid growth of digital technology has significantly transformed the global retail industry. E-commerce platforms have become an important channel for buying and selling products, offering convenience, variety, and competitive pricing to customers. In recent years, data analytics has played a crucial role in helping online retailers understand customer behavior, market demand, and purchasing patterns. Dynamic pricing is a strategy used by e-commerce companies to adjust product prices in real time based on factors such as demand, competition, seasonal trends, and inventory levels. Business analytics enables organizations to analyze large volumes of data and determine optimal pricing strategies. Leading e-commerce

companies such as Myntra use dynamic pricing techniques including discounts, flash sales, and personalized offers to attract customers and increase revenue.

Problem Statement:

Many e-commerce companies struggle to determine optimal pricing due to changing market demand and intense competition. Traditional pricing strategies are often ineffective in dynamic environments. Therefore, adopting dynamic pricing analytics is necessary to optimize revenue and improve pricing decisions in e-commerce platforms like Myntra.

Literature Review:

Davenport and Harris (2017) explained that analytics-driven strategies improve organizational performance and support data-driven decision making.

Chen, Chiang, and Storey (2018) highlighted that big data analytics helps organizations transform large datasets into meaningful insights.

Elmaghraby and Keskinocak (2019) studied dynamic pricing models and found that flexible pricing improves revenue optimization.

Kumar (2021) stated that predictive analytics helps forecast demand and develop effective pricing strategies.

Reddy (2022) emphasized the role of analytics-driven pricing strategies in improving e-commerce business performance.

Objectives of The Study:

1. To analyze the role of dynamic pricing analytics in revenue optimization in e-commerce.
2. To examine the impact of dynamic pricing strategies on customer purchasing behavior.
3. To evaluate how Myntra uses data analytics to improve pricing decisions and sales performance.

Research Questions:

1. How does dynamic pricing analytics influence revenue optimization in e-commerce?
2. What impact does dynamic pricing have on customer purchasing decisions on Myntra?
3. How can business analytics improve pricing strategies in online retail platforms?

Research Methodology:**Research Design:**

The study adopts a descriptive research design to analyze the impact of dynamic pricing analytics in e-commerce.

Sample Size:

The sample size of the study is 50 respondents.

Sample Area:

The study focuses on respondents from Hyderabad and Secunderabad in Telangana State.

Data Collection:

- **Primary Data** – Collected through a structured questionnaire survey.
- **Secondary Data** – Collected from journals, websites, books, and industry reports.

Sampling Technique:

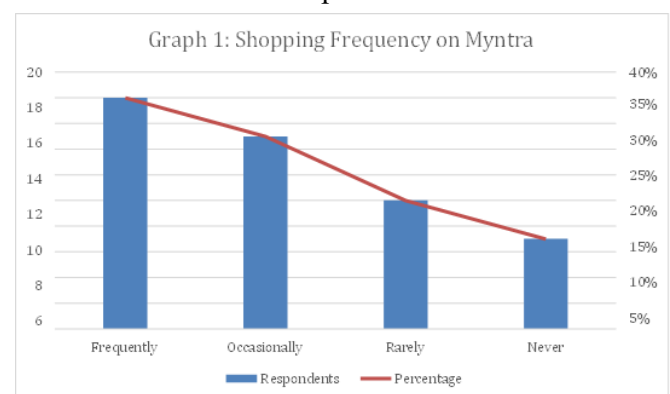
Convenience sampling technique was used to select respondents.

Data Analysis:

Table 1: Frequency of Shopping on Myntra

Shopping Frequency	Respondents	Percentage
Frequently	18	36%
Occasionally	15	30%
Rarely	10	20%
Never	7	14%

Graph 1



Bar Chart showing shopping frequency on Myntra.

Interpretation:

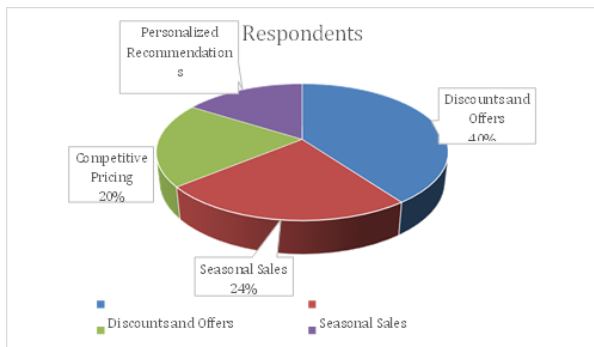
The table shows that most respondents frequently or occasionally shop on Myntra,

indicating strong customer engagement on the platform.

Table 2: Impact of Dynamic Pricing on Purchase Decisions

Factor	Respondents	Percentage
Discounts and Offers	20	40%
Seasonal Sales	12	24%
Competitive Pricing	10	20%
Personalized Recommendations	8	16%

Graph 2: Factors Influencing Purchase Decisions



Pie Chart showing factors influencing purchase decisions.

Interpretation:

Discounts and promotional offers influence the majority of purchase decisions among Myntra users.

Findings:

1. Dynamic pricing significantly influences customer purchasing behavior.
2. Discounts and promotional offers attract more customers.
3. Business analytics helps companies understand customer demand patterns.
4. Data-driven pricing strategies improve revenue optimization.

Suggestions:

1. E-commerce companies should adopt advanced analytics tools for pricing optimization.
2. Myntra should use predictive analytics for better demand forecasting.
3. Personalized pricing strategies can improve customer satisfaction.
4. Continuous monitoring of competitor pricing is essential.

Conclusion:

The study examined the role of dynamic pricing analytics in revenue optimization in the e-commerce industry with special reference to Myntra. The findings indicate that dynamic pricing strategies such as discounts, seasonal sales, and personalized offers play an important role in influencing customer purchasing decisions. The integration of business analytics enables companies to analyze market demand and customer behavior effectively. By adopting data-driven pricing strategies, e-commerce companies can improve decision-making, increase profitability, and achieve sustainable growth in the competitive digital marketplace.

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