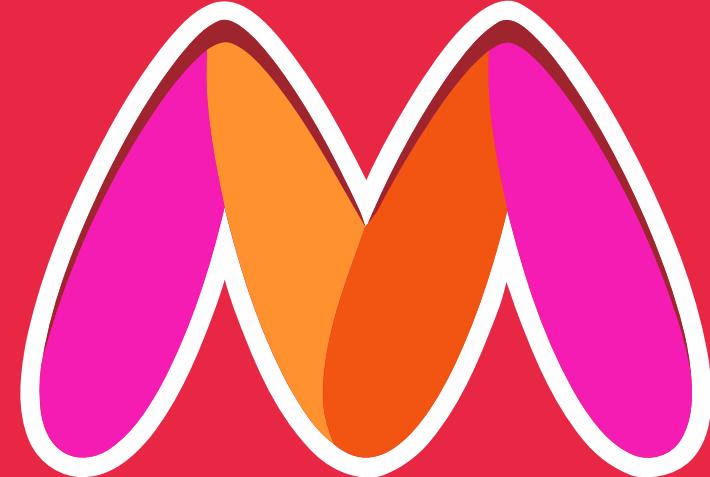




Case Study Analysis of Myntra Apparel

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Company Overview

Myntra is a leading Indian online fashion retailer, offering a wide variety of clothing, footwear, accessories, beauty products, and home decor. The company caters to diverse customer needs, from budget-friendly to premium products, and features popular global and domestic brands.

Myntra is known for its customer-centric approach to personalize the shopping experience and improve product offerings.

Challenges and Objectives

Challenges

- Data Cleaning: Removing duplicates, standardizing the "DiscountOffer" column, and filling missing values (e.g., "DiscountPrice" with category averages, "SizeOption" with "Not Available")
- Data Analysis: Calculating average prices for high-rated products, counting products with discounts over 50%, and categorizing products as "High Discount" or "Low Discount".
- Product Lookup: Using VLOOKUP/XLOOKUP and INDEX/MATCH to retrieve product details (e.g., brand, price, rating) for specific product IDs.
- Size Distribution: Identifying the number of products available in size "M".

Objectives

- Clean and standardize the dataset, handling missing or inconsistent values.
- Analyze pricing, discounts, and ratings to gain insights into product trends.
- Classify products based on discount offers and count size-specific availability.
- Use lookup functions to retrieve specific product details efficiently.

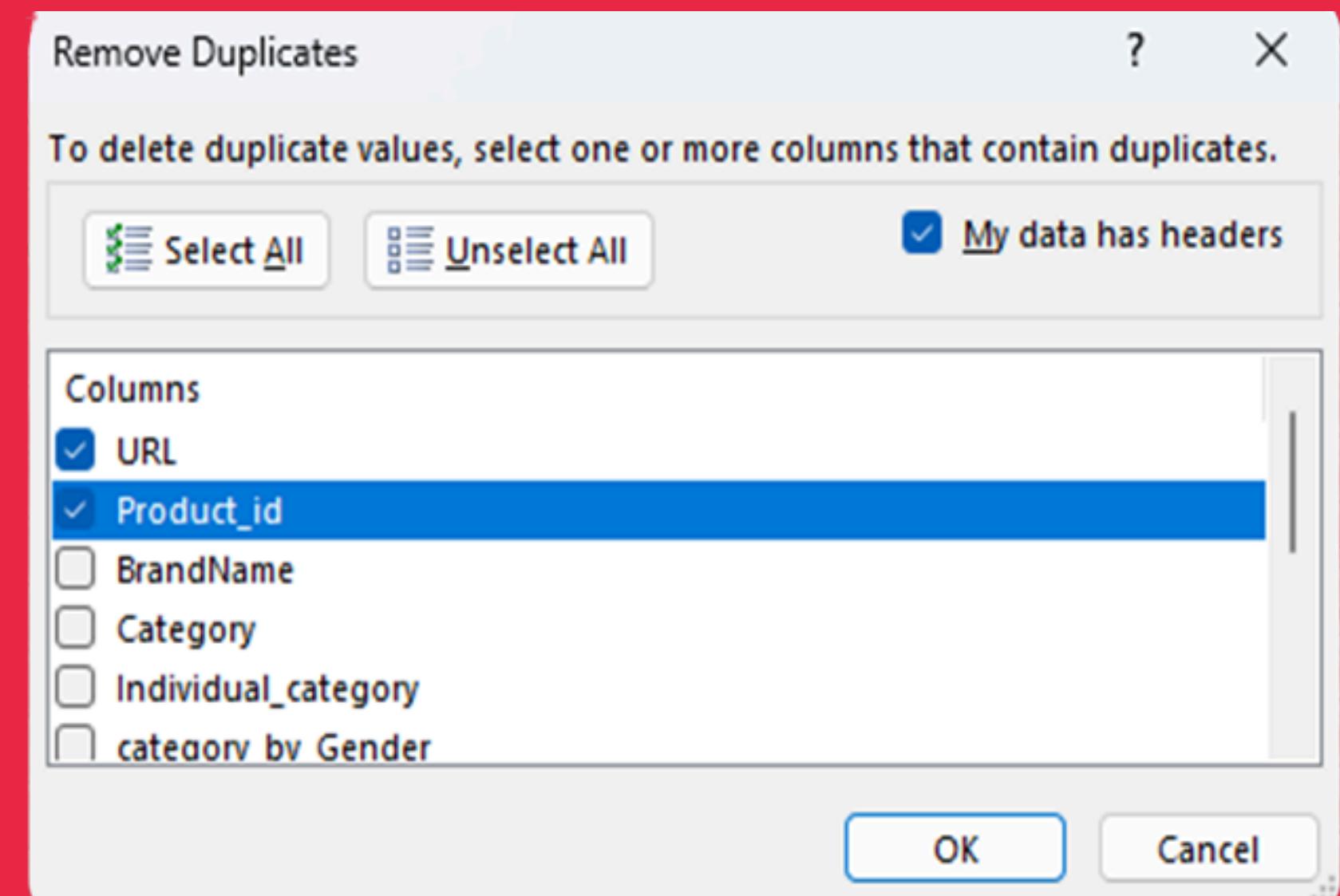


Data Cleaning and Preparation

Checking for duplicate values in dataset and removing them.



- To check for duplicates in our dataset, we can ignore columns like Category, Brand Name, Price, and Discount Offered, as they naturally repeat.
- Instead, we will focus on the Product ID column and URL, which should be unique, and identify any duplicate entries.



Data Cleaning and Preparation

Standardizing the "Discount Offer" column to single format, ensuring all values are uniform

- Apply Formula Where Discount Offer = Original Price - Discount Price
- We will need Discount % for our further analysis so we need to insert a new column titled “Discount %” and use formula Discount % = Discount Offer / Original Price. Make sure to convert it to % format.

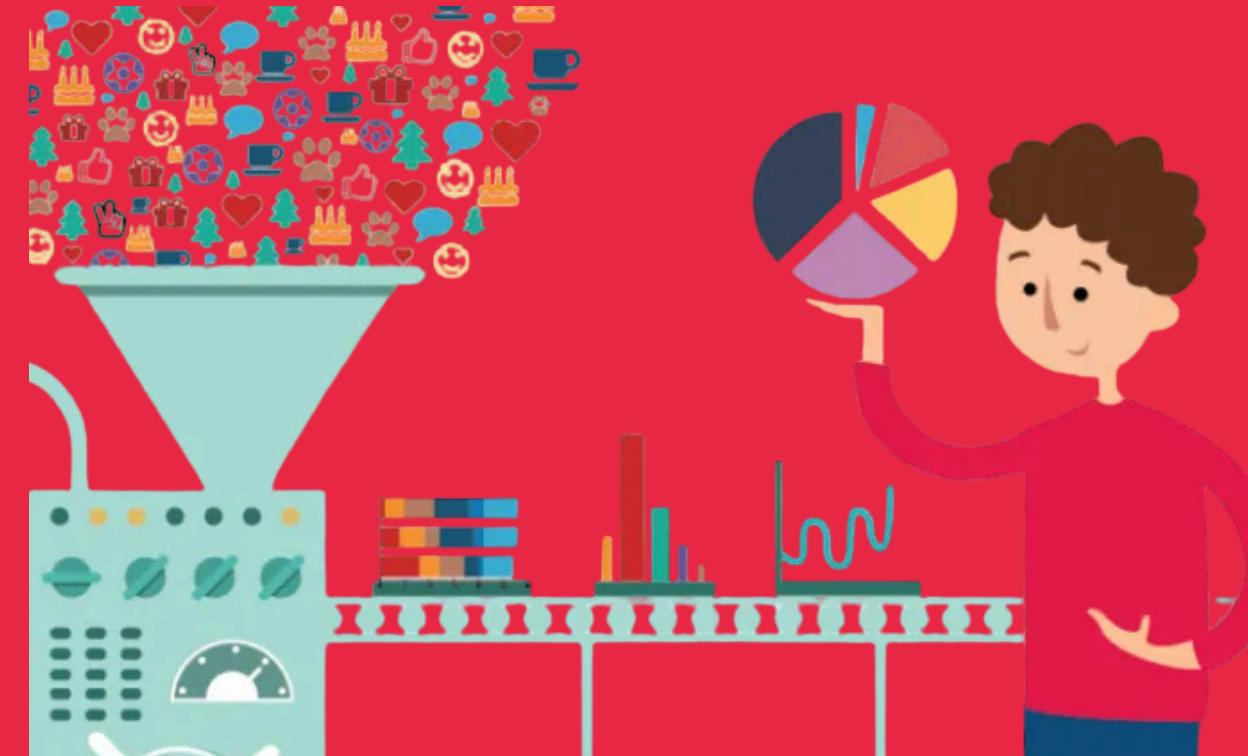
Note:- Keep in Mind that the data also have blank values in between so currently original price would be reflected in Discount offer column for blank values. Once we deal with Blank values in our next step, they will be replaced with our desired values.



G	H
DiscountPrice (in Rs)	OriginalPrice (in Rs)
₹ 816.00	₹ 1,899.00
₹ 816.00	₹ 1,899.00
₹ 859.00	₹ 1,999.00
₹ 781.00	₹ 1,699.00
₹ 816.00	₹ 1,899.00
₹ 816.00	₹ 1,899.00
₹ 799.00	₹ 1,999.00
	₹ 1,699.00
₹ 816.00	₹ 1,899.00
₹ 599.00	₹ 2,799.00
₹ 599.00	₹ 2,799.00
₹ 1,044.00	₹ 1,899.00

Data Cleaning and Preparation

Identifying rows where both "Discount Price" and "Discount Offer" are null and fill the "Discount Price" with the average discount price of the respective category.



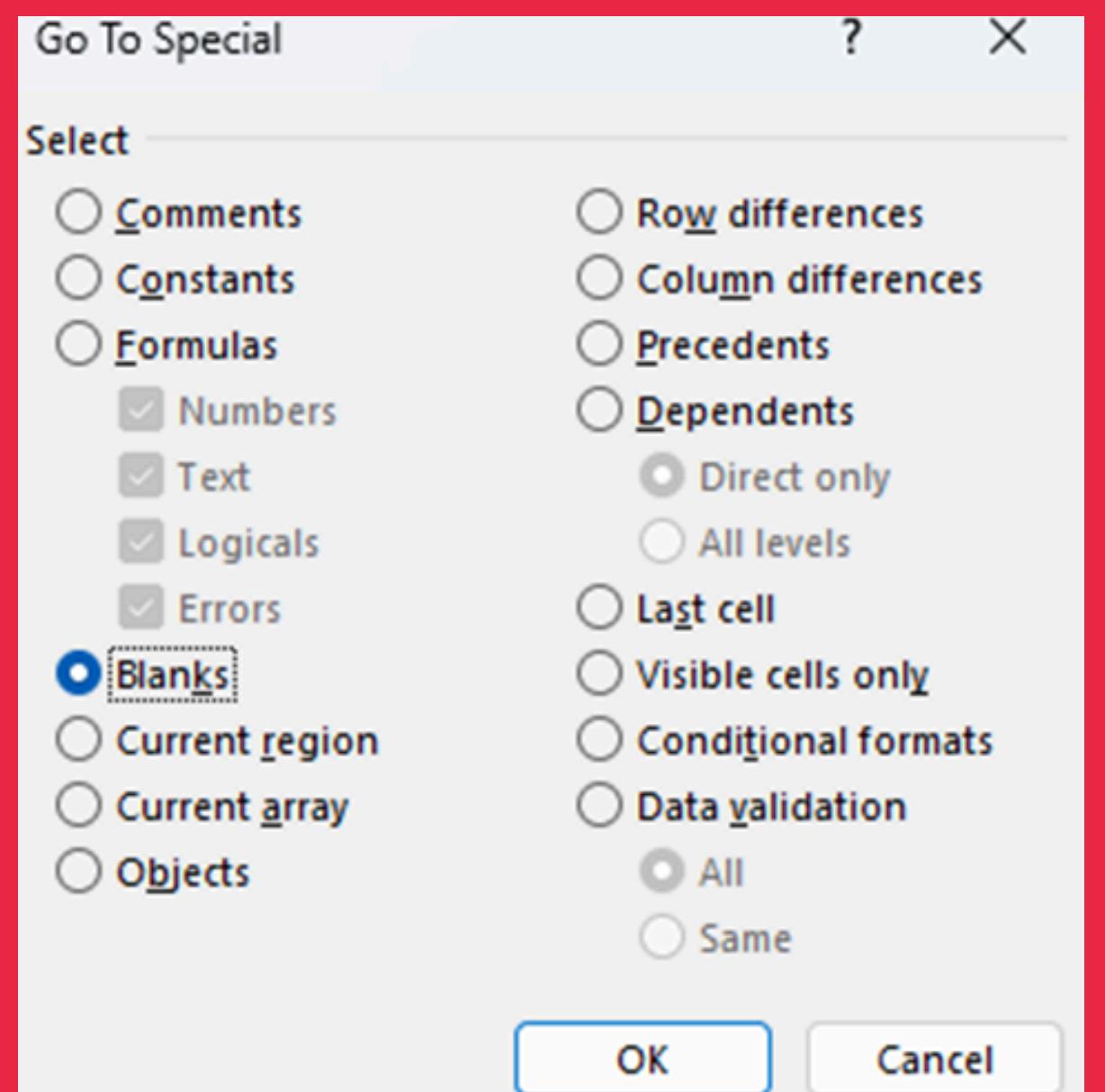
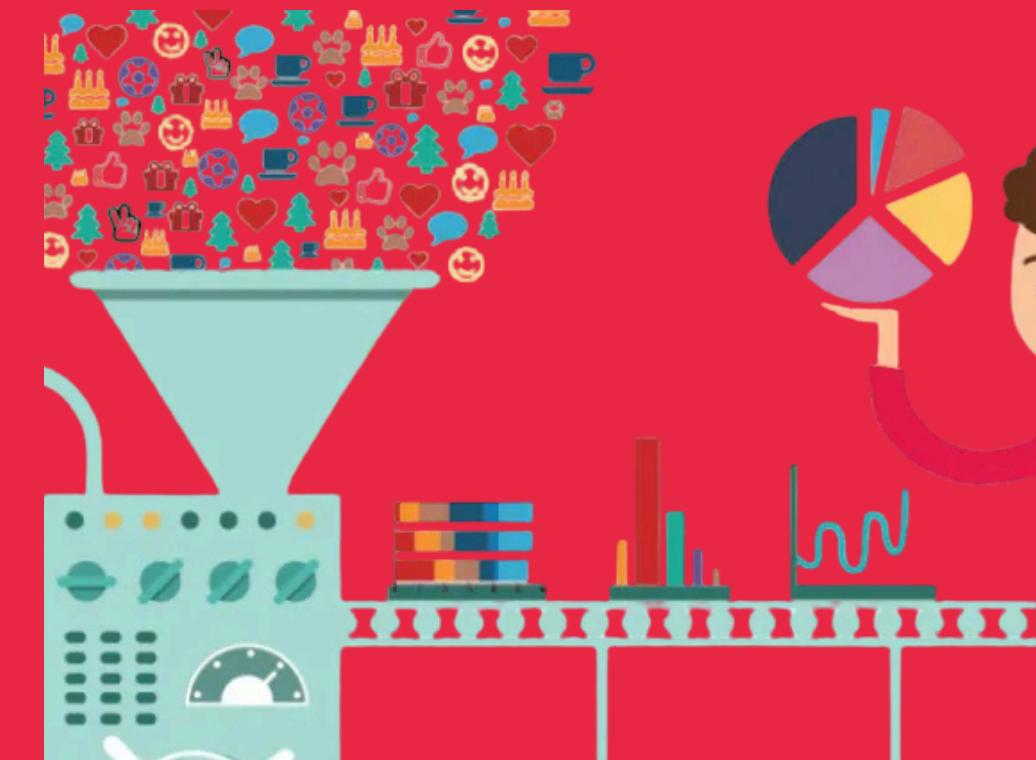
- Replace Blank Values with Category Average: Using the AVERAGEIF function to calculate the average discount price for each category based on the Category column.
- Formula Explanation: The AVERAGEIF function uses the Category column for the range, cell D2 for the criteria, and the Discount Price column for the average range to compute the average discount for each category.
- Apply IF and ISBLANK Functions: Use a combination of IF and ISBLANK functions to replace blank values in the Discount Price column with the calculated average for the respective category.

ValueFitWithAvg	AveragePriceCatego	OriginalPrice (in Rs)
=IF(ISBLANK([@DiscountPrice (in Rs)]),I2,[@DiscountPrice (in Rs)])		
₹ 816.00	₹ 929.45	₹ 1,899.00
₹ 859.00	₹ 929.45	₹ 1,999.00
₹ 781.00	₹ 929.45	₹ 1,699.00
₹ 816.00	₹ 929.45	₹ 1,899.00
₹ 816.00	₹ 929.45	₹ 1,899.00
₹ 799.00	₹ 929.45	₹ 1,999.00
₹ 929.45	₹ 929.45	₹ 1,699.00
₹ 816.00	₹ 929.45	₹ 1,899.00
₹ 500.00	₹ 929.45	₹ 2,799.00

Data Cleaning and Preparation

Replace all null values in the "SizeOption" column with the text "Not Available."

- Identify Null Values: Press F5, select "Go To," then choose "Special" and select "Blanks" to find null values in the "Size Option" column.
- Replace Nulls: Enter "Not Available" and press Ctrl + Enter to replace null values with the intended text.
- Validate: Confirm that no null values were found and replaced, as needed.



Data Analysis

Calculate the overall average original price for products with ratings greater than 4.

- Insert New Column: Add a column titled "Original Price Average for 4+ Ratings."
- Apply Logical Formula: Use an IF function to display the "Original Price" if ratings are greater than 4, otherwise show 0.
- Calculate Average: Use the AVERAGE function to compute the average of these values, then round it to 2 decimal places.

OriginalPrice (in Rs)	OriginalPriceforRatings4+	Discount Offer (In Rs.)	Dis
₹ 1,499.00	=IF([@Ratings]>4,[@OriginalPrice (in Rs)],0)		
₹ 2,749.00	₹ -	₹ 1,819.55	
₹ 2,799.00	₹ 2,799.00	₹ 1,260.00	
₹ 2,599.00	₹ 2,599.00	₹ 1,170.00	
₹ 1,999.00	₹ 1,999.00	₹ 1,200.00	
₹ 2,199.00	₹ 2,199.00	₹ 1,210.00	
₹ 2,799.00	₹ -	₹ 1,260.00	
₹ 2,899.00	₹ -	₹ 1,450.00	
₹ 1,999.00	₹ 1,999.00	₹ 1,200.00	

Average original price for products with ratings greater than 4.

1225.61



Data Analysis

Count the number of products with a discount offer greater than 50% OFF.

- Count Products with High Discount: Use the COUNTIF function to count products where the discount percentage exceeds 50%.

- Apply Formula: Enter the formula
`=COUNTIF(Table1[Discount % (In Rs)], ">50%")` to count products with a discount greater than 50%, ignoring others.



Count the number of products with a discount offer greater than 50% OFF.

`=COUNTIF(Table1[Discount % (In Rs)], ">50%")`

Count the number of products with a discount offer greater than 50% OFF.

11021

Data Analysis

Count the number of products available in size "M."

- Count Products with Specific Character: Use the COUNTIF function to count products that contain the character "M" in their descriptions.
- Apply Formula: Enter the formula `=COUNTIF(Table1[Size],"*M")` to count cells containing the character "M" anywhere in the text.
- Note: The asterisk (*) acts as a wildcard, allowing the COUNTIF function to match "M" even when it's part of a larger text string.



Count the number of products available in size "M."

`=COUNTIF(Table1[Size],"*M")`

Count the number of products available in size "M."

9835

Data Analysis

Create a new column to label the products as "High Discount" if the discount offer is greater than 50% OFF, otherwise label them as "Low Discount."

- Create New Table: Set up a new table named "Discount_High_Low" to categorize discounts as High or Low.
- Apply Logical Formula: Use the IF function with the formula =IF([@[Discount % (In Rs)]]>50%,"High Discount","Low Discount") to label discounts based on the percentage.
- Formula Explanation: The formula checks if the discount is greater than 50%. If true, it displays "High Discount"; otherwise, it shows "Low Discount".

L	M	N	O
Discount_High_Low	Discount % (In Rs)	Ratings	Review
High Discount	66%	4	
Low Discount	45%	4.3	
Low Discount	45%	4.2	
High Discount	60%	4.2	
High Discount	55%	4.4	
Low Discount	45%	3.9	
High Discount	50%	3.7	



Data Retrieval and Lookup

Use VLOOKUP/XLOOKUP to find the product brand, price, and rating of the product with Product_id "11226634".

- Apply VLOOKUP: Use
`=VLOOKUP(11226634,Table1[[#All],[Product_id]:[Description]],2,0)` to retrieve the Brand Name for Product_ID 11226634 (column index 2).
- Modify Column Index: Change the column index (e.g., 10 for price, 13 for rating) to fetch other details for the same Product_ID.
- Formula Function: VLOOKUP searches the first column for the Product_ID and returns the value from the specified column in the same row.

Using VLOOKUP to find details with Product_id "11226634".

`=VLOOKUP(11226634,Table1[[#All],[Product_id]:[Description]],2,0)`

732

4.2

Using VLOOKUP to find details with Product_id "11226634".

Maniac

732

4.2



Data Retrieval and Lookup

Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.

- Apply INDEX and MATCH: To find the Discount Price for the Product_ID, use a formula combining INDEX and MATCH.

Formula:=INDEX(Table1[Discount_Price (In Rs.)],MATCH(6744434,Table1[Product_id],0))

- INDEX Function: The INDEX function returns the Discount Price from the specified range based on the row number found by the MATCH function.

- MATCH Function: The MATCH function searches for the Product_ID (11226634) within the Product_ID range and returns the row number where it's found.

- Exact Match: The "0" in the formula ensures an exact match when looking up the Product_ID.



"DiscountPrice" for Product ID "6744434" using INDEX and MATCH functions.

=INDEX(Table1[Discount_Price (In Rs.)],MATCH(6744434,Table1[Product_id],0))

"DiscountPrice" for Product ID "6744434" using INDEX and MATCH functions.

900

Data Retrieval and Lookup

Utilize nested xlookup to find any column's detail of a product with it's product id.

- Create Data Validation: Set up data validation for a cell to allow users to choose from column headers (e.g., Brand, Price, Rating) in a dropdown list.
- Apply Nested XLOOKUP: Use the formula
`=XLOOKUP(S27, [Product_ID Range],
XLOOKUP([Header Choice], [Detail Range],
[Result Range]))` to retrieve details based on the selected Product_ID and column header.
- Formula Explanation: The first XLOOKUP searches for the Product_ID (from cell S27) in the Product_ID range. The second XLOOKUP searches for the column header choice within the details range, returning the corresponding value.

Utilize nested xlookup to find any column's detail of a product with it's product id.	
Product_ID	2296012
Details	Discount_Price (In Rs.)
=XLOOKUP(S27,Table1[Product_id],XLOOKUP(S30,Table1[#Headers],Table1),0,0)	
URL	
Product_id	
BrandName	
Category	
Individual_category	
category_by_Gender	
DiscountOffer	
AveragePrice	



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Thank you very
much!

Presented by Adnan Hafeez