Myntra

Myntra Case Study

Presented by
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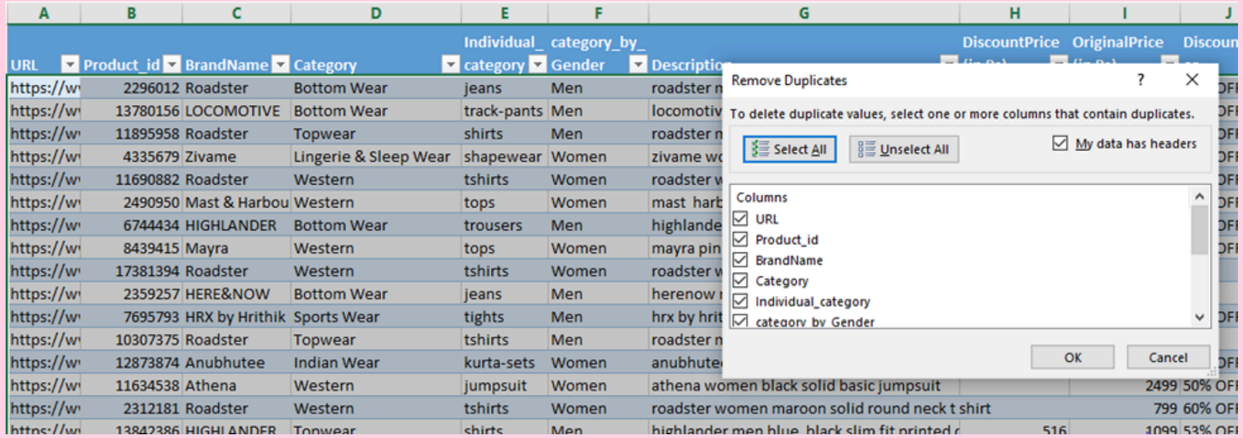
Problem Statement:

You are working at Myntra, a leading online fashion retailer. The management has asked you to analyze a dataset of various apparel items to gain insights into pricing, discounts, ratings, and available sizes.

Project Questions

A. Data Cleaning and Preparation

1.Check for duplicate values in your dataset and remove them



No Duplicates value in data

URL	Product_id	BrandName	Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)
https://w	2296012	Roadster	Bottom Wear	jeans	Men	roadster men navy blue slim fit mid rise clea	824	14
https://w	13780156	LOCOMOTIVE	Bottom Wear	track-pants	Men	locomotive men black white solid slim fit tr	517	11
https://w	11895958	Roadster	Topwear	shirts	Men	roadster men navy white black geometric p	629	13
https://w	4335679	Zivame	Lingerie & Sleep Wear	shapewear	Women	zivame women black saree shapewear zi302	893	12
https://w	11690882	Roadster	Western	tshirts	Women	k pure cotton t shirt		5
https://w	2490950	Mast & Harbou	Western	tops	Women	d tank top		5
https://w	6744434	HIGHLANDER	Bottom Wear	trousers	Men	it solid re	599	14
https://w	8439415	Mayra	Western	tops	Women	re cotton top		13
https://w	17381394	Roadster	Western	tshirts	Women	hirts		10
https://w	2359257	HERE&NOW	Bottom Wear	jeans	Men	herenow men blue slim fit mid rise clean look ankle length		27
https://w	7695793	HRX by Hrithik	Sports Wear	tights	Men	hrx by hrithik roshan men rapid dry training	1214	26
https://w	10307375	Roadster	Topwear	tshirts	Men	roadster men navy blue white striped polo collar pure cott		6

Microsoft Excel

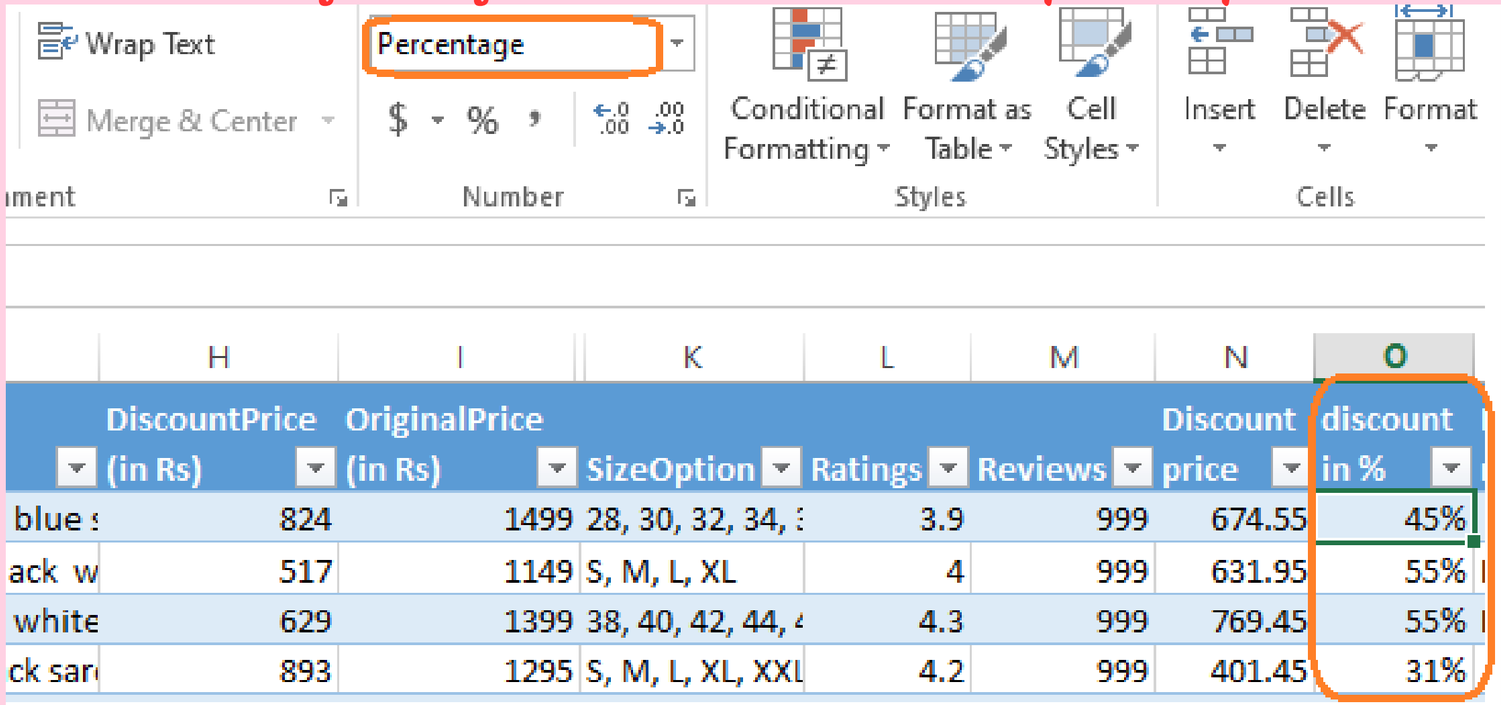
No duplicate values found.

OK

2 Standardize the "DiscountOffer" column to a single format, ensuring all values are uniform

following steps applied for standardizeation

- Cleaning "dscount offer" column with remove (Offer,space & * Hurry")
- Adding filter to the heading
- Converting % sign data in to value in price (after filtering % sign data)
- generate new column "Discount offer in %" i.e (=original price-dicount price*100) rename discount offer column with Discount price & in % respectively
- Remove filter from the column and peast speacil all the value

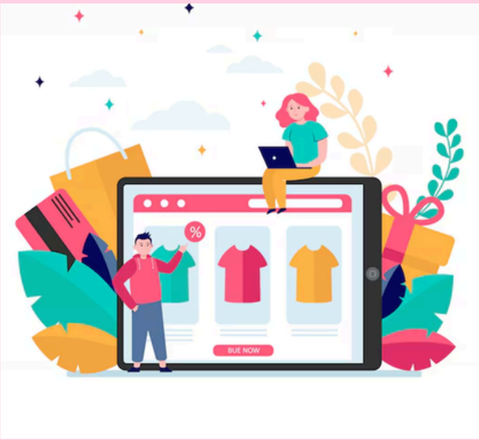


	H	I	K	L	M	N	O
	DiscountPrice (in Rs)	OriginalPrice (in Rs)	SizeOption	Ratings	Reviews	Discount price	discount in %
blue s	824	1499	28, 30, 32, 34, 3	3.9	999	674.55	45%
ack w	517	1149	S, M, L, XL	4	999	631.95	55%
white	629	1399	38, 40, 42, 44, 4	4.3	999	769.45	55%
ck sar	893	1295	S, M, L, XL, XXL	4.2	999	401.45	31%

3.Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category

Stps follow for identifiction

- use the below formula & calulate Men women average discoutn price.
- Note while using same formula change the men to women
- Also cross check the amount with tool bar totab



```
=AVERAGEIF(Table1[category_by_Gender],"Women",H2:H5000)
```

category_by_ Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	SizeOption	Ratings	Reviews
Men	roadster men navy blue slim fit mi	824	1499	28, 30, 32, 34, :	3.9	9
Men	locomotive men black white solid	517	1149	S, M, L, XL	4	9
Men	roadster men navy white black ge	629	1399	38, 40, 42, 44, 4	4.3	9
Men	highlander men olive green slim fi	599	1499	30, 32, 34, 36	3.9	9
Men	herenow men blue slim fit mid rise	clean look ank	2749	28, 30, 32, 34, :	3.5	9
Men	hrx by hrithik roshan men rapid dry	1214	2699	S, M, L, XL, XXL	4.4	9
Men	roadster men navy blue white stri	ed polo collar p	699	XS, S, M, L, XL,	4.1	9
Men	highlander men blue black slim fit	516	1099	39, 40, 42, 44	4.2	9
Men	wrogn men blue skinny fit mid rise	1539	2799	28, 30, 32, 34, :	4	9
Men	wrogn men black slim fit mid rise c	1429	2599	28, 30, 32, 34, :	4.1	9
Men	hrx by hrithik roshan men olive gre	759	1899	S, M, L, XL, XXL	4	9
Men	roadster men sea green pure cotto	599	1199	38, 40, 42, 44, 4	4.3	9
Men	roadster men navy blue super skin	799	1999	28, 30, 32, 34, :	3.8	9
Men	hrx by hrithik roshan men quarter l	359	599	Onesize	4.5	9
Men	moda rapido men olive green yell	479	1199	S, M, L, XL	4.2	9
Men	moda rapido men olive green print	399	999	S, M, L, XL	4	9
Men	roadster men blue slim fit mid rise	989	2199	28, 30, 32, 34, :	3.7	9
Men	highlander men white slim fit solid	587	1249	39, 40, 42, 44	4.1	9
Men	highlander men black white slim f	493	1049	39, 40, 42, 44	4.2	9
Men	highlander men navy off white slin	699	999	39, 40, 42, 44	4	9
Men	roadster men blue faded denim ca	ual sustainable	999	38, 40, 42, 44, 4	4	9

on Clothing | Sheet1

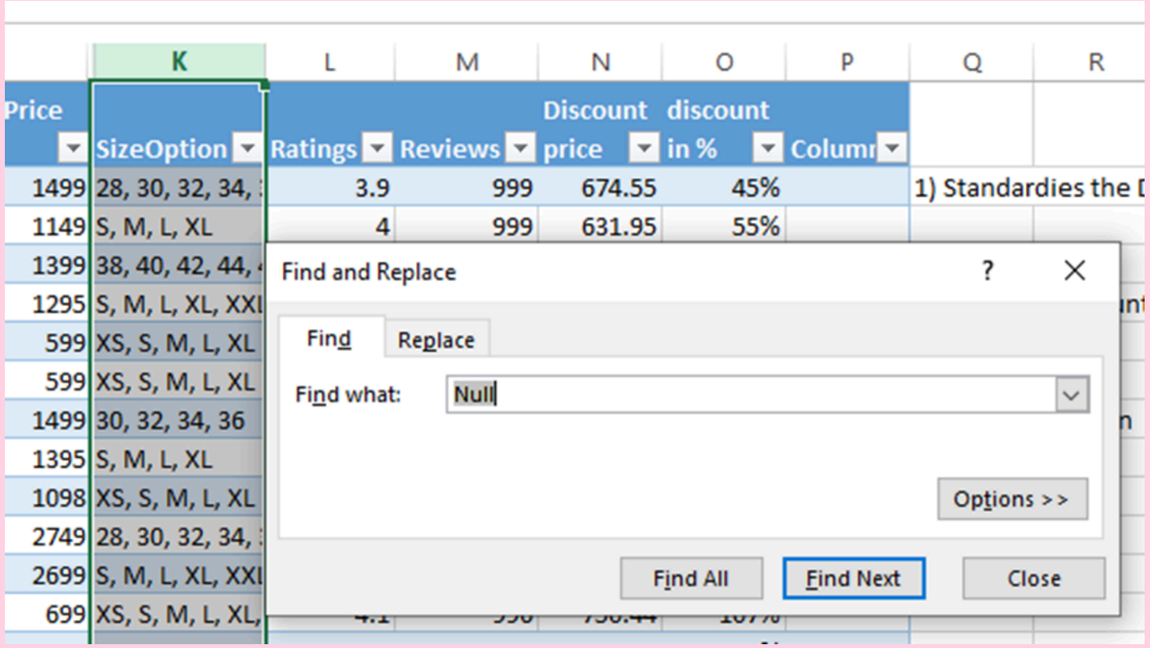
AVERAGE: 763.4988053

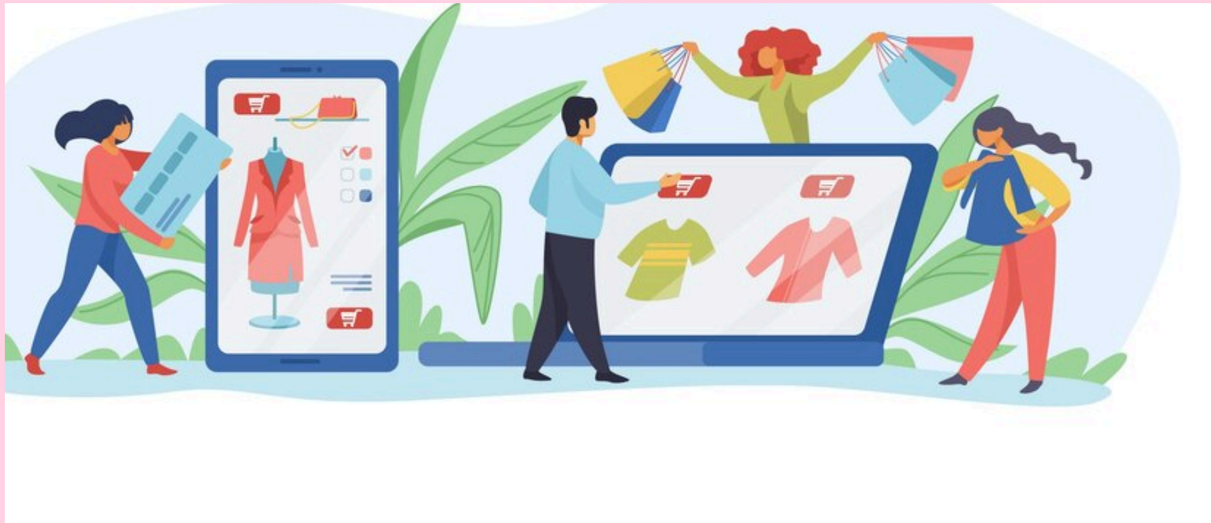
al_ category_by_ Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	SizeOption	Rati
ear Women	zivame women black saree shapew	893	1295	S, M, L, XL, XXL	
Women	roadster women white solid v neck	pure cotton t s	599	XS, S, M, L, XL	
Women	mast harbour women yellow solid	tank top	599	XS, S, M, L, XL	
Women	mayra pink embroidered a line pur	e cotton top	1395	S, M, L, XL	
Women	roadster women pack of 2 solid t sh	rts	1098	XS, S, M, L, XL	
ts Women	anubhutee women pink white pri	1019	3399	S, M, L, XL, XXL	
t Women	athena women black solid basic ju	psuit	2499	XS, S, M, L, XL	
Women	roadster women maroon solid rou	d neck t shirt	799	XS, S, M, L, XL	
Women	vishudh women blue pink floral pe	696	1699	S, M, L, XL, XXL	
ts Women	sangria women green off white pr	nted kurta with	3999	XS, S, M, L, XL,	
Women	tokyo talkies women olive green r	gular fit solid c	2149	28, 30, 32, 34	
Women	dressberry women lovely olive typ	ography talking	999	XS, S, M, L, XL	
Women	roadster women pack of 2 printed	otton t shirt	1298	XS, S, M, L, XL	
Women	anouk women mustard yellow gol	719	1599	XS, S, M, L, XL,	
Women	enamor black non wired removabl	pads high cove	849	S, M, L, XL	
Women	all about you women mauve stret	able casual shi	1499	XS, S, M, L, XL	
Women	kassually blue floral cinched waist	op with puff sl	1299	XS, S, M, L, XL,	
Women	rare women maroon striped top		1299	S, M, L, XL	
Women	zastraa women maroon slim fit peg	trousers	2699	26, 28, 30, 32, :	
Women	wisstler women navy pink chevro	print regular fi	899	26, 28, 30, 32, :	
Women	sangria women black green printe	359	899	XS, S, M, L, XL,	

Sheet1

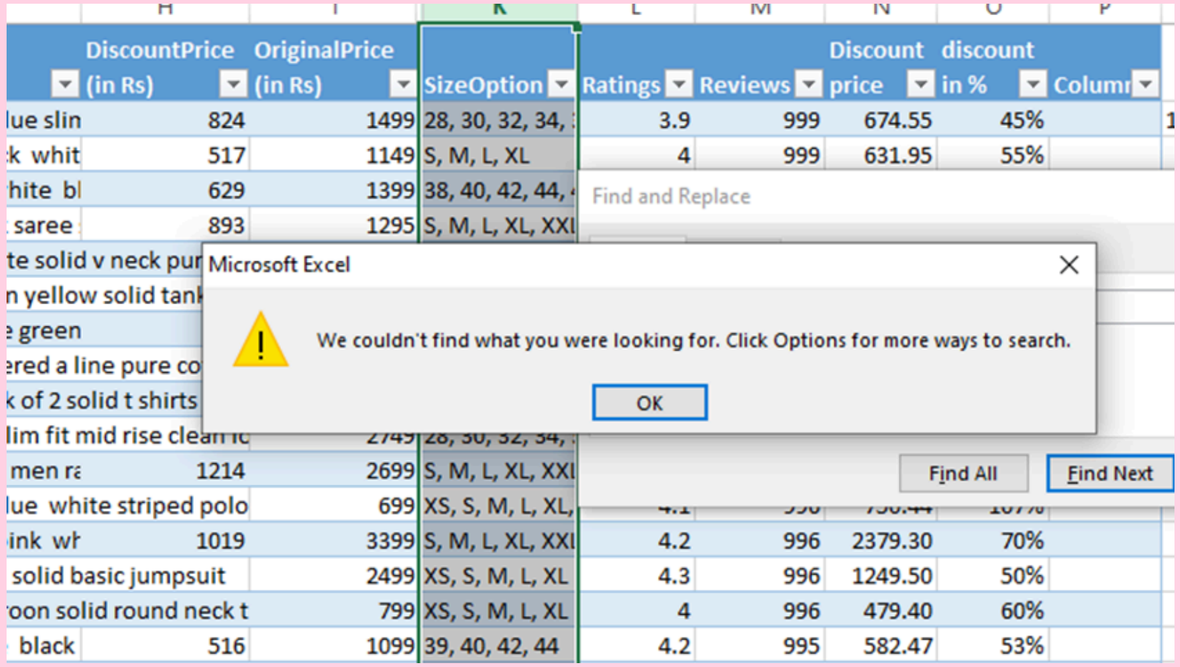
AVERAGE: 856.7141713

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



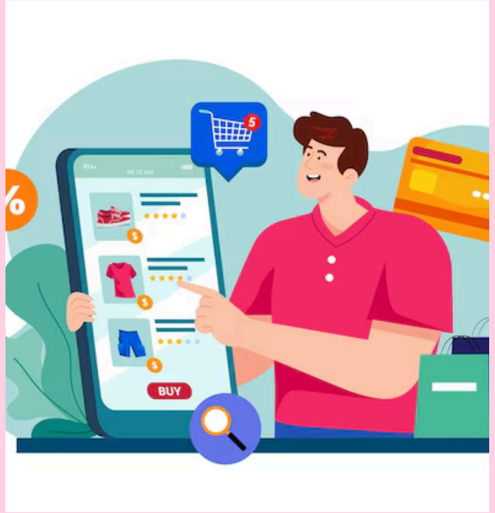


No Null Value in data



Data Analysis

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



=AVERAGEIFS(I2:I5000, L2:L5000, ">=4")

Price	OriginalPrice (in Rs)	SizeOption	Ratings	Reviews	Discount price	discount in %	Column
517	1149	S, M, L, XL	4	999	631.95	55%	
629	1399	38, 40, 42, 44,	4.3	999	769.45	55%	

Average original price for products with ratings greater than 4

1641.74

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

=COUNTIF(O2:O5000, ">0.5")

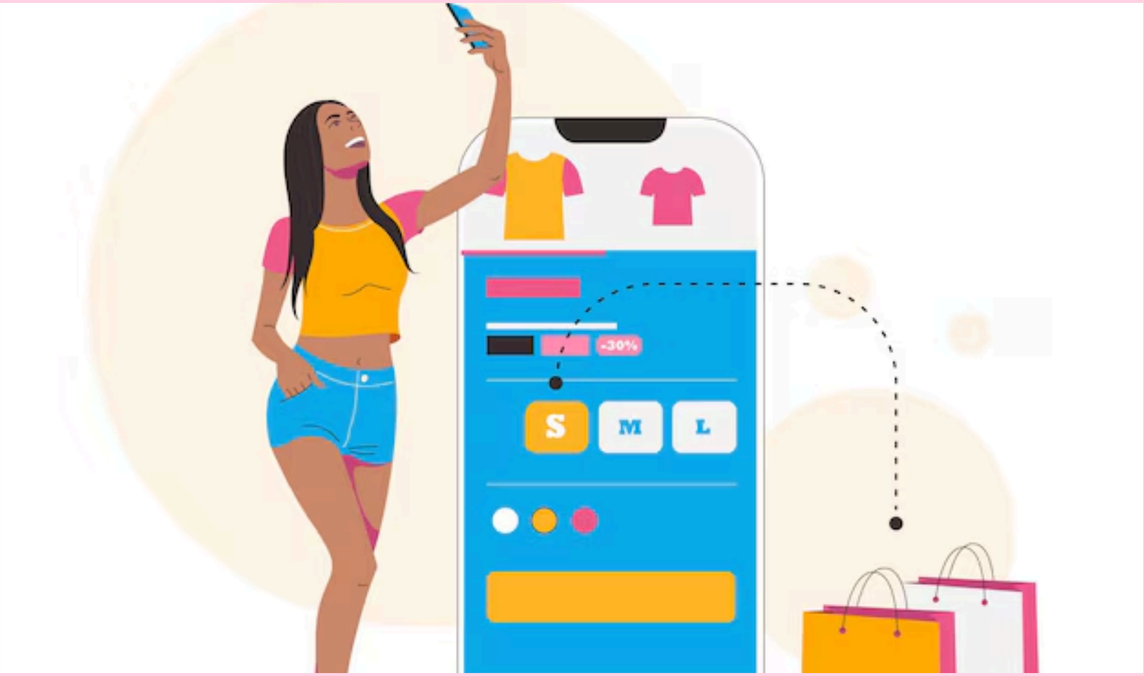
1. Count the number of products with a discount offer greater than 50% OFF.

3136

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

XS, S, M, L, XL	4.3	469	958.80	60%
XS, S, M, L, XL,	4	469	1199.40	60%
S, M, L, XL	4.3	469	1474.41	59%
XS, S, M, L, XL	4.4	469	179.70	30%
XS, S, M, L, XL	4.4	469	419.40	60%
S, M, L, XL, XXI	4	468	750.44	54%
S, M, L, XL, XXI	4.2	468	1049.50	50%
S, M, L	4.5	468	750.44	68%
S, M, L, XL, XXI	4.2	468	384.65	35%
S, M, L	4.5	468	82.35	15%
S, M, L, XL, XXI	4.3	468	664.65	35%
XS, S, M, L, XL,	4.4	468	1679.30	70%
S, M, L, XL	4.3	468	599.40	60%
XS, S, M, L, XL	4.3	468	958.80	60%
XS, S, M, L, XL	4	468	1249.50	50%
XS, S, M, L, XL,	4.4	468	2339.35	65%
XS, S, M, L, XL	4.3	468	359.40	60%
XS, S, M, L, XL	4	468	329.45	55%
S, M, L, XL	3.4	468	577.10	58%
S, M, L, XL	3.6	468	577.10	58%

COUNT: 3344



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

=IF([@[Offer discount in %]] >50%," Higher discount","Lower discount")

G	H	I	K	L	M	N	O	P
Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	SizeOption	Ratings	Reviews	Discount price	Discount in %	Discount offer range
roadster men navy blue s	824	1499	28, 30, 32, 34, 3	3.9	999	674.55	45%	Lower discount
locomotive men black w	517	1149	S, M, L, XL	4	999	631.95	55%	Higher discount
roadster men navy white	629	1399	38, 40, 42, 44, 4	4.3	999	769.45	55%	Higher discount
zivame women black sar	893	1295	S, M, L, XL, XXL	4.2	999	401.45	31%	Lower discount

Data Retrieval and Lookup

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

=VLOOKUP(C4,Table1[[#All],[Product_id]:[Discount offer range]],11,0)

Product ID	Product branc	Price	Rating
11226634	Maniac	1199	3.9

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

=INDEX(Table1[New Discount price],MATCH(Sheet1!B4,Table1[Product_id],0))

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

899.4

Thank you