



Myntra Apparel: Data Analysis & Business Insights



PROJECT OVERVIEW

- This project is a case study analyzing a real-world Myntra apparel dataset using Excel.
- The main objective is to transform raw, messy data into actionable business insights related to pricing, discounts, and inventory.
- This case study demonstrates practical problem-solving using key Excel functions, including data cleaning formulas, lookups (VLOOKUP, XLOOKUP), and logical functions (IF, AVERAGEIF).



PROJECT OBJECTIVE



Data Pre-processing

Clean and standardize the raw data for complete accuracy



Data Analysis

Calculate key metrics to gain insights into pricing, discounts, and inventory.



Data Retrieval

Use lookup functions to find specific product information on demand.



Summary of Actions Taken

Part 1: Data Cleaning & Preparation

1. I removed all duplicate values from the dataset to ensure each entry was unique.
2. I standardized the "DiscountOffer" column so that all values were in a single, uniform format.
3. I identified rows where the discount information was null and filled the "DiscountPrice" with the average discount of that product's category.
4. I checked the "SizeOption" column for null values and replaced any I found with the text "Not Available."

Sources



CHECK FOR DUPLICATE VALUES IN YOUR DATASET AND REMOVE THEM.

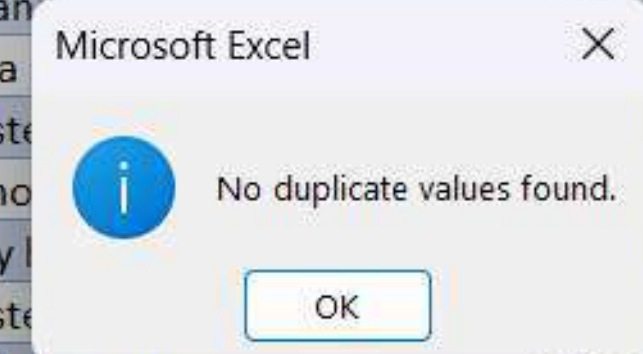
URL	Product_id	BrandName	Category	Individual_category	category_by_Gender	Description
https://wv	2296012	Roadster	Bottom Wear	jeans	Men	roadster men r
https://wv	13780156	LOCOMOTIVE	Bottom Wear	track-pants	Men	locomotive me
https://wv	11895958	Roadster	Topwear	shirts	Men	roadster men r
https://wv	4335679				en	zivame womer
https://wv	11690882				en	roadster women
https://wv	2490950				en	mast harbour v
https://wv	6744434					highlander mer
https://wv	8439415				en	mayra pink emb
https://wv	17381394				en	roadster women
https://wv	2359257					herenow men b
https://wv	7695793					hrx by hrithik r
https://wv	10307375					roadster men na
https://wv	12873874				en	anubhutee wo
https://wv	11634538				en	athena women
https://wv	2312181				en	roadster women
https://wv	13842386					highlander mer
https://wv	10473520				en	vishudh wome
https://wv	10561392				en	sangria women
https://wv	12391750	Tokyo Talkies	Western	trousers	Women	tokyo talkies w
https://wv	2522986	DressBerry	Western	tshirts	Women	dressberry wom
https://wv	17385142	Roadster	Western	tshirts	Women	roadster women
https://wv	12153330	Anouk	Indian Wear	kurtas	Women	anouk women
https://wv	1864573	Enamor	Lingerie & SI	bra	Women	enamor black n
https://wv	13205276	all about you	Western	shirts	Women	all about you w
https://wv	11535928	KASSUALLY	Western	tops	Women	kassually blue f
https://wv	6552977	RARE	Western	tops	Women	rare women r

Action: For this step, we used the Remove Duplicates tool on the entire dataset to find and delete any identical rows.

Reason: We take this step to make sure we don't count the same item more than once. If we did, our final results would be wrong.



roadster women white solid v neck pure
mast harbour women yellow solid tank
highland
mayra
roadste
hereno
hrx by l
roadste
anubhutee wo
athena women black solid basic jumpsu
roadster women maroon solid round ne





STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

Action: Created a new column, "Discount," using the formula shown. This formula calculates the actual discount amount by subtracting the 'Discounted Price' from the 'Original Price'.

Reason: This new column allows us to directly analyze the monetary value of discounts. It also smartly handles missing discount prices by leaving the field blank, ensuring accuracy without introducing false values.

K	L	M	N	O	P
SizeOption	Ratings	Reviews	Discount		
28, 30, 32, 34, S, M, L, XL	3.9	999	=IF([@[Discounted Price (in Rs)]]="", "", [@[OriginalPrice (in Rs)]] - [@[Discounted Price (in Rs)]])		
38, 40, 42, 44, S, M, L, XL, XXL	4.3	999			
XS, S, M, L, XL	4.2	999			
XS, S, M, L, XL	4.2	999			
XS, S, M, L, XL	4.4	999			
30, 32, 34, 36 S, M, L, XL	3.9	998			
S, M, L, XL	3.7	998			

J	K	L	M	N
DiscountOffer	SizeOption	Ratings	Reviews	Discount
=N7044	XS, S, M, L, XL,	3.8	373	1140
	XS, S, M, L, XL,	4	205	720
	S, M, L, XL, XXL	4.3	141	1000
	S, M, L, XL	4.3	98	2298
	XS, S, M, L, XL,	4	82	1320
	S, M, L, XL, 3XL	3.8	75	1300
	S, M, L, XL, XXL	4.6	71	2750
	S, M, L, XL, XXL	4.1	71	500
	28, 30, 32, 34,	4.5	50	680
	S, M, L, XL	4.4	40	1799

Action: A two-part filter was applied. First, the DiscountOffer column was filtered to show only blank rows. Second, the Discount column was filtered to show only rows that had a value. A simple formula was then used to copy the calculated amount from the "Discount" column into the empty "DiscountOffer" column.

Reason: To get the final DiscountOffer by safely filling in the blanks with the accurate discount amounts we had already calculated.



STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

Discounted Price	OriginalPrice	DiscountOffer	SizeOption	Ratings	Reviews
824	1499	45% OFF	28, 30, 32, 34,	3.9	999
517	1149	55% OFF	S, M, L, XL	4	999
629	1399	55% OFF	38, 40, 42, 44,	4.3	999
893	1295	31% OFF	S, M, L, XL, XXL	4.2	999
	599	35% OFF	XS, S, M, L, XL	4.2	999
	599	40% OFF	XS, S, M, L, XL	4.4	999

Find and Replace

Find

Replace

Find what:

OFF

No Format Set

Format...

Replace with:

No Format Set

Format...

Within:

Sheet

☐ Match case

Search:

By Rows

☐ Match entire cell contents

Look in:

Formulas

Options <<

Replace All

Replace

Find All

Find Next

Close

Action: The entire DiscountOffer column was converted to a standard Number format.

Reason: This was a crucial step to ensure all values were treated consistently as numbers. This allowed us to accurately filter the data and apply formulas, which was necessary for handling the values greater than 1.



Action: Used the Find and Replace tool to remove all non-numeric text from the DiscountOffer column, such as "OFF", ", Hurry*" , and "Rs.".

Reason: This was a critical step to clean the data, leaving only raw numbers. This prepared the column to be converted into a standard number format for accurate calculations.

123

General

No specific format

12

Number

DiscountOffer

Currency

DiscountOffer

Accounting

DiscountOffer

Short Date

DiscountOffer

Long Date

DiscountOffer

Time

DiscountOffer

%

Percentage

DiscountOffer

1/2

Fraction

DiscountOffer

10²

Scientific

DiscountOffer

More Number Formats...

DiscountOffer

Reviews

0.45

999

0.55

999

0.55

999

0.31

999

0.35

999

0.40

999

0.60

998

0.58

998

997

996

0.55

996

996

0.70

996

0.50

996

0.60

996

0.53

995

0.59

995

995

0.61

995



STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

Action: A custom filter was applied to the DiscountOffer column to show only the rows where the value is greater than 1.

Reason: This was done to isolate the values that were flat discounts (e.g., 'Rs. 500 OFF') rather than percentages. Since all percentages were now decimals less than 1, this filter allowed us to focus only on the flat discount values that needed to be converted.

Custom Autofilter

Show rows where:

DiscountOffer

is greater than 1

☒ And ☐ Or

Use ? to represent any single character
Use * to represent any series of characters

OK Cancel

L	M	N	O
Ratings	Reviews	Discount%	
4.2	964	=[@DiscountOffer]/	
4.3	961	[@[OriginalPrice (in Rs)]]	
4.3	952		
4.2	936		
4.3	930		
4.1	926		
4.2	914		

Action: A new column, "Discount%", was created. A formula was then applied to divide the flat DiscountOffer amount by the OriginalPrice (in Rs)

Reason: This formula converts the flat monetary discounts into a percentage format. This was the final step to ensure that every value in the discount column was a uniform percentage, completing the standardization process.



STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

Action: First, we filtered the DiscountOffer column to show only the existing percentage values (those less than 1). Then, for these filtered rows, we used a simple formula to copy them directly into our final "Discount%" column.

Reason: This was done to consolidate all the original percentage values into our final, standardized column. This ensures that the "Discount%" column now contains all discount types, making it the single, complete source for our analysis.

Custom Autofilter?×

Show rows where:

DiscountOffer

is less than

1

☒ And ☐ Or

Use ? to represent any single character
Use * to represent any series of characters

OK

Cancel

9990.75XS, S, M, L, XL4.3995



L	M	N	O
atings	Reviews	Discount%	
3.9	999	=J2	
4	999		
4.3	999		
4.2	999		
4.2	999		
4.4	999		
3.9	998		
3.7	998		



STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

123

General

No specific format

12

Number

0.45

Currency

₹ 0.45

Accounting

₹ 0.45

Short Date

00-01-1900

Long Date

00 January 1900

Time

10:48:00 AM

%

Percentage

45.00%

1/2

Fraction

4/9

10²

Scientific

4.50E-01

More Number Formats...

Format as Table

Cell Styles

Insert

Styles

M	N
Discount%	
45.00%	
55.00%	
55.00%	
31.00%	
35.00%	
40.00%	
60.00%	
58.00%	
55.00%	
70.00%	
50.00%	
60.00%	
53.00%	
59.00%	
61.00%	

Action: As the final step, the entire "Discount%" column was selected, and the Percentage format was applied.

Reason: This visually converts the decimal values (like 0.55) into an easy-to-read percentage format (like 55%). This completes the process, ensuring all data in the column is now uniform and ready for analysis.





IDENTIFY ROWS WHERE BOTH "DISCOUNTPRICE" AND "DISCOUNTOFFER" ARE NULL AND FILL THE "DISCOUNTPRICE" WITH THE AVERAGE DISCOUNT PRICE OF THE RESPECTIVE CATEGORY.

<div>=UNIQUE(Table1[Category]</div> <div>UNIQUE(array, [by_col], [exactly_once])</div>			

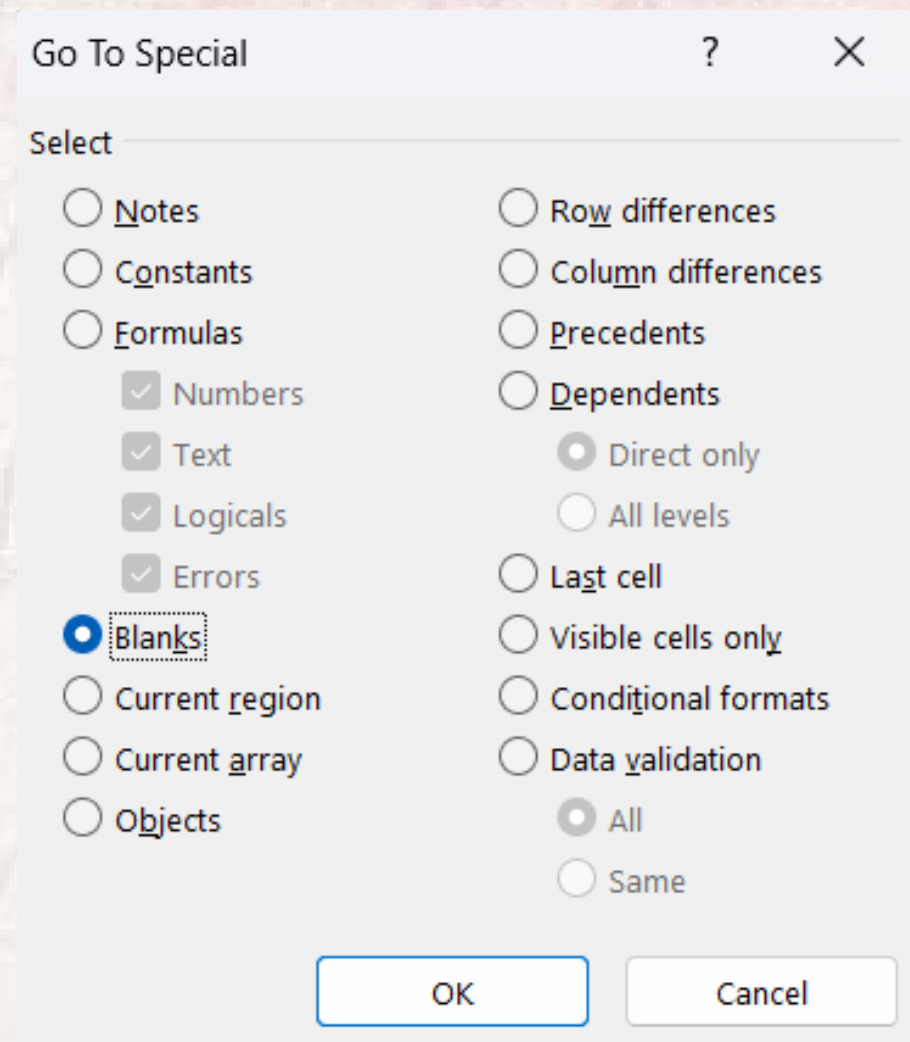


Bottom Wear	<div>=AVERAGEIF(Table1[Category],</div> <div>P4,Table1[Discount%]</div>		
Topwear	<div>AVERAGEIF(range, criteria, [average_range])</div>		
Lingerie & Sleep We			
Western			
Sports Wear			
Indian Wear			
Plus Size			
Inner Wear & Sleep Wear			

Reason: This two-step process was necessary to get the specific average discount for every category. This ensures that when we fill in missing data, we are using the most relevant and accurate value possible, rather than a single generic average.

Action: First, we used the UNIQUE function to create a list of all distinct product categories. Then, using that list, we applied the AVERAGEIF function to calculate the average discount percentage for each specific category.

IDENTIFY ROWS WHERE BOTH "DISCOUNTPRICE" AND "DISCOUNTOFFER" ARE NULL AND FILL THE "DISCOUNTPRICE" WITH THE AVERAGE DISCOUNT PRICE OF THE RESPECTIVE CATEGORY.



58%	S, M, L, XL
<code>=XLOOKUP(D10,\$P\$4:\$P\$11,\$Q\$4:\$Q\$11,,0,1)</code>	
XLOOKUP(lookup_value, looku	
	XS, S, M, L, >

Action: After selecting all blank cells using Go To Special, a single XLOOKUP formula was entered. This formula looks up the product's category and returns the correct average discount from the table we created earlier.

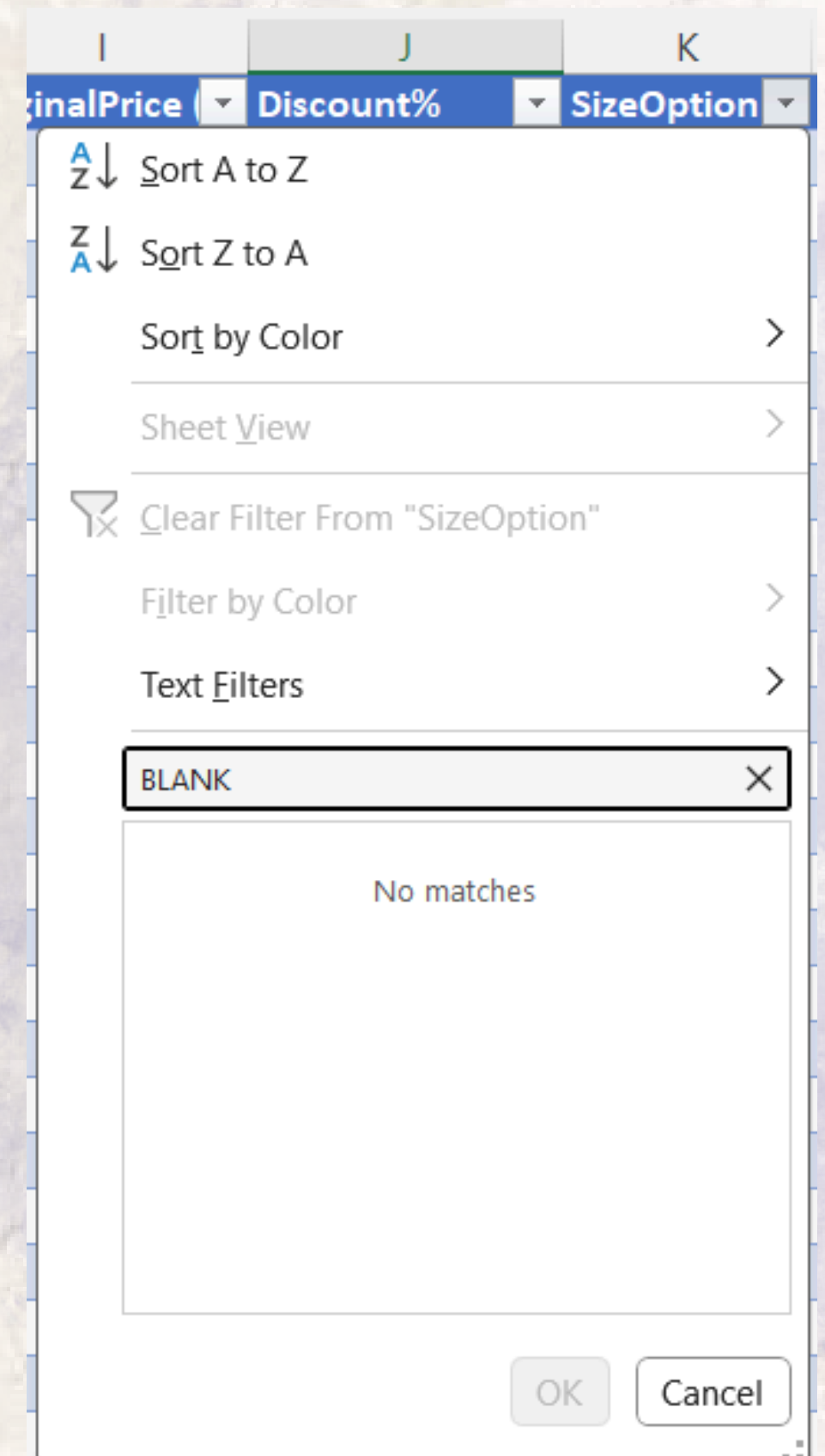
Reason: This technique is a very fast way to fill many empty cells at once. The purpose is to ensure that all remaining blank discount fields are populated with the most logical and accurate estimate—the average of their specific product category.



REPLACE ALL NULL VALUES IN THE "SIZEOPTION" COLUMN WITH THE TEXT "NOT AVAILABLE".

Action: The SizeOption column was inspected for any blank or null values, as required by the project question.

Finding: No null values were found in the column. Therefore, no action was needed, and the data for this field was confirmed to be 100% complete.





Summary of Actions Taken

Part 2: Data Analysis

1. I calculated the overall average original price for all products that had a rating greater than 4.
2. I counted the total number of products that had a discount offer greater than 50% OFF.
3. I counted the total number of products that were available in size "M."
4. I created a new column and labeled each product as either "High Discount" or "Low Discount" based on its offer.





CALCULATE THE OVERALL AVERAGE ORIGINAL PRICE FOR PRODUCTS WITH RATINGS GREATER THAN 4.



Avg Price of product with rating more than 4

```
=AVERAGEIF(Table1[Ratings], ">4",  
Table1[OriginalPrice (in Rs)])
```

AVERAGEIF(range, criteria, [average_range])



Avg Price of product with rating more than 4

1966.67

Insight: This result suggests that Myntra's customers are willing to pay a premium for products with higher ratings, indicating a strong link between perceived quality and price.



COUNT THE NUMBER OF PRODUCTS WITH A DISCOUNT OFFER GREATER THAN 50% OFF.

No.of product with discount more than 50%

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

COUNTIF(**range**, criteria)



No.of product with discount more than 50%

232123

Insight: This high number reveals that aggressive, deep discounting is a key part of Myntra's sales strategy, likely used to attract price-sensitive customers and drive sales volume.



COUNT THE NUMBER OF PRODUCTS AVAILABLE IN SIZE "M."

Count no.of product available in M size

=COUNTIF(Table1[SizeOption], "*M*")

COUNTIF(range, **criteria**)



Count no.of product available in M size

308460

Insight: The significant number of products available in size 'M' indicates it is a core, high-demand size. Maintaining stock for this size is crucial for maximizing sales and customer satisfaction.



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."



Discount Level ▼

**=IF([@[Discount%]]>50%,
"High Discount","Low Discount")**

IF(logical_test, [value_if_true], [value_if_false])

Insight: Segmenting products this way is a powerful tool for further analysis. It allows the business to compare the sales performance of high-discount items versus low-discount items and better understand the overall pricing strategy.



Summary of Actions Taken

Part 3: Data Retrieval and Lookup

1. I used the VLOOKUP/XLOOKUP function to find the product brand, price, and rating for the product with ID "11226634".
2. I used the INDEX and MATCH functions together to find the "DiscountPrice" for the product with ID "6744434".
3. I utilized a nested lookup function to find any column's detail for any given product ID.





USE VLOOKUP/XLOOKUP TO FIND THE PRODUCT BRAND, PRICE, AND RATING OF THE PRODUCT WITH PRODUCT_ID "11226634".

Product_id	BrandName	OriginalPrice (in Rs)	Ratings
11226634	=VLOOKUP(\$P\$26,Table1[[#All],[Product_id]:[Reviews]], MATCH(Q\$25,Table1[[#Headers],[Product_id]:[Reviews]],0),FALSE) [VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])]		



Product_id	BrandName	OriginalPrice (in Rs)	Ratings
11226634	Maniac	1199	3.9

Action: We used a VLOOKUP formula with MATCH inside it to find the Product ID "11226634" and automatically pull its Brand, Price, and Rating into a summary table.

Reason: This is a powerful way to pull specific information from a large table. Using the MATCH function makes the lookup smarter and more reliable, as it automatically finds the correct column to get the data from.



FIND THE "DISCOUNTPRICE" FOR THE PRODUCT WITH THE PRODUCT ID "6744434" USING THE INDEX AND MATCH FUNCTIONS.

Action: The INDEX and MATCH functions were used together to look up the Product ID "6744434". The MATCH function first found the correct row, and the INDEX function then retrieved the specific "DiscountPrice" from that row, which was 599.

Reason: This step was done to demonstrate the use of INDEX and MATCH, as specifically required by the project. This method is often taught and preferred in data analysis because it is a more powerful and flexible alternative to VLOOKUP.

Product_id	DiscountPrice (in Rs)
6744434	=INDEX(Table1[DiscountPrice (in Rs)],MATCH(Q30, Table1[#Headers],[Product_id]:[Reviews]],0))
	INDEX(array, row_num, [column_num])
	INDEX(reference, row_num, [column_num], [area_num])



Product_id	DiscountPrice (in Rs)
6744434	599



UTILIZE NESTED LOOKUP TO FIND ANY COLUMN'S DETAIL OF A PRODUCT WITH IT'S PRODUCT ID

Product_id	11226634		
BrandName	=XLOOKUP(S45,Table1[Product_id], XLOOKUP(R46,Table1[#Headers],Table1,,0),,0)		



Product_id	11226634
BrandName	Maniac

Action: First, Data Validation was used to create interactive dropdown menus. Then, a nested XLOOKUP formula was built to read the selections from these dropdowns and instantly return the specific data point, such as finding that the BrandName for Product ID "11226634" is "Maniac".

Reason: This was done to create a powerful and interactive tool, not just a static answer. It allows a user to easily find any piece of data for any product without changing the formula, which is a highly efficient and advanced solution for data retrieval.





CASE STUDY SUMMARY & SKILLS DEMONSTRATED

- Data Cleaning: Transformed a messy, raw dataset into a clean and reliable source by handling duplicates, standardizing text, and imputing missing data.
- Strategic Analysis: Segmented the product catalog by discount level to quantify Myntra's aggressive pricing strategy.
- Insight Generation: Analyzed the relationship between product ratings and price to prove that higher-rated items command a premium price.
- Advanced Excel: Built dynamic lookup tools using nested XLOOKUP and INDEX/MATCH to demonstrate efficient and robust data retrieval.





THANK YOU

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