Analysis of Myntra Apparel



INTRODUCTION

Myntra is one of India's leading online fashion and lifestyle platforms, known for offering a wide range of clothing, footwear, accessories, and beauty products for men, women, and children. Founded in 2007 as an online marketplace for personalized gifts, Myntra pivoted to fashion retail in 2011. It was acquired by Flipkart in 2014, strengthening its position in the Indian e-commerce space. Myntra is known for hosting major shopping events, such as its "End of Reason Sale," and offers products from both local and international brands.

Questions

A. Data Cleaning and Preparation

- 1. Check for duplicate values in your dataset and remove them.
- 2. Standardize the "DiscountOffer" column to a single format, ensuring all values are uniform.
- 3. Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category.
- 4. Replace all null values in the "SizeOption" column with the text "Not Available."

B. Data Analysis

- 1. Calculate the overall average original price for products with ratings greater than 4.
- 2. Count the number of products with a discount offer greater than 50% OFF.
- 3. Count the number of products available in size "M."
- 4. 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."

C. Data Retrieval and Lookup

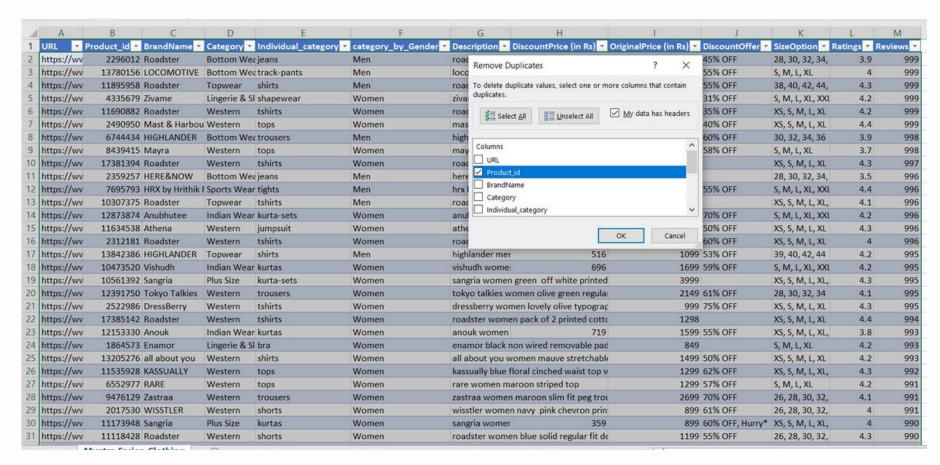
- 1. Use VLOOKUP/XLOOKUP to find the product brand, price, and rating of the product with Product_id "11226634".
- 2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.
- 3. Utilize nested xlookup to find any column's detail of a product with it's product id.

Data Cleaning and and Preparation

"I HAVE USED FULL DATASET"



CHECK FOR DUPLICATE VALUES IN YOUR DATASET AND REMOVE THEM



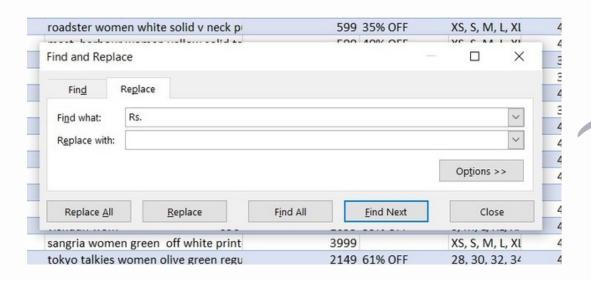
Select the dataset, go to Data > Remove Duplicates, and choose all columns to check for duplicates.



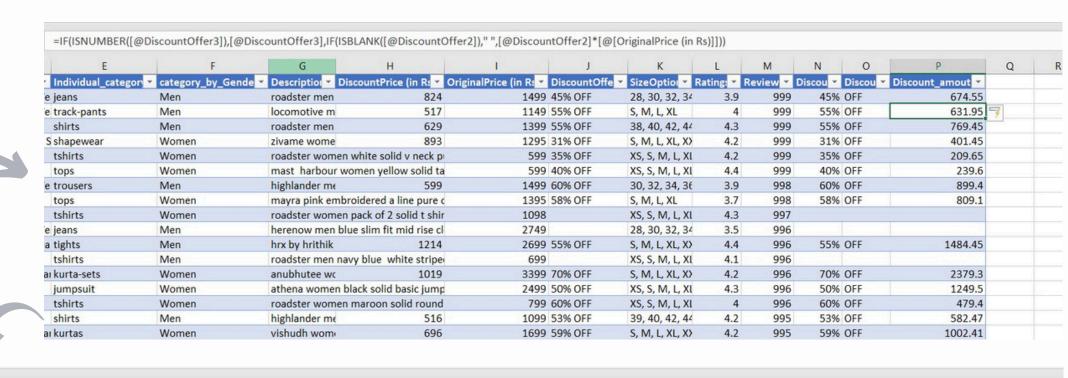
1	A	В	C	D	E	F	G		Н	1	J	K	L	M
1	URL 💌	Product_id 🕶 Bi	randName 🕶	Category *	Individual_category •	category_by_Gender -	Description	▼ DiscountPri	ice (in Rs) 🕶 Ori	iginalPrice (in Rs)	DiscountOffer	SizeOption *	Ratings • R	eviews *
2	https://wv	2296012 R	oadster	Bottom Wei	jeans	Men	roadster me	en r	824	1499	45% OFF	28, 30, 32, 34	, 3.9	999
3	https://wv	13780156 LG	OCOMOTIVE	Bottom Wea	track-pants	Men	locomotive	me	517	1149	55% OFF	S, M, L, XL	4	999
4	https://wv	11895958 R	oadster	Topwear	shirts	Men	roadster me	en r	629	1399	55% OFF	38, 40, 42, 44	, 4.3	999
5	https://wv	4335679 Zi	ivame	Lingerie & SI	shapewear	Women	zivame won	ner	893	1295	31% OFF	S, M, L, XL, XX	d 4.2	999
6	https://wv	11690882 R	oadster	Western	tshirts	Women	roadster wo	omen white soli	d v neck pure	599	35% OFF	XS, S, M, L, XL	4.2	999
7	https://wv	2490950 M	last & Harbou	Western	tops	Women	mast harbo	our women yello	ow solid tank	599	40% OFF	XS, S, M, L, XL	4.4	999
8	https://wv	6744434 H	IGHLANDER	Bottom Wea	trousers	Men	highlander n	mer	599	1499	60% OFF	30, 32, 34, 36	3.9	998
9	https://wv	8439415 M	layra	Western	tops	Women	mayra pink	embroidered a	line pure cot	1395	58% OFF	S, M, L, XL	3.7	998
10	https://wv	17381394 R	oadster	Western	tshirts	Women	roadste	1.12	P1. 11.	1098	3	XS, S, M, L, XL	4.3	997
11	https://wv	2359257 H	ERE&NOW	Bottom Wea	jeans	Men	hereno Mici	rosoft Excel	×	2749	9	28, 30, 32, 34	, 3.5	996
12	https://wv	7695793 H	RX by Hrithik F	Sports Wear	tights	Men	hrx by l			2699	55% OFF	S, M, L, XL, XX	(L 4.4	996
13	https://wv	10307375 R	oadster	Topwear	tshirts	Men	roadste	No duplicate	values found.	699	9	XS, S, M, L, XL	, 4.1	996
14	https://wv	12873874 A	nubhutee	Indian Wear	kurta-sets	Women	anubhu			3399	70% OFF	S, M, L, XL, XX	d 4.2	996
15	https://wv	11634538 A	thena	Western	jumpsuit	Women	athena	OK	100	2499	50% OFF	XS, S, M, L, XL	4.3	996
16	https://wv	2312181 R	oadster	Western	tshirts	Women	roadster wo	omen maroon s	olid round ne	799	9 60% OFF	XS, S, M, L, XL	. 4	996
17	https://wv	13842386 H	IGHLANDER	Topwear	shirts	Men	highlander r	mer	516	1099	53% OFF	39, 40, 42, 44	4.2	995
18	https://wv	10473520 Vi	ishudh	Indian Wear	kurtas	Women	vishudh wor	mei	696	1699	59% OFF	S, M, L, XL, XX	d 4.2	995
19	https://wv	10561392 Sa	angria	Plus Size	kurta-sets	Women	sangria won	men green off v	white printed	3999	9	XS, S, M, L, XL	, 4.3	995
20	https://wv	12391750 To	okyo Talkies	Western	trousers	Women	tokyo talkie	s women olive	green regular	2149	61% OFF	28, 30, 32, 34	4.1	995
21	https://wv	2522986 D	ressBerry	Western	tshirts	Women	dressberry v	women lovely o	live typograp	999	75% OFF	XS, S, M, L, XL	4.3	995
22	https://wv	17385142 R	oadster	Western	tshirts	Women	roadster wo	omen pack of 2	printed cotto	1298	3	XS, S, M, L, XL	4.4	994
23	https://wv	12153330 A	nouk	Indian Wear	kurtas	Women	anouk wom	en	719	1599	55% OFF	XS, S, M, L, XL	, 3.8	993
24	https://wv	1864573 Er	namor	Lingerie & SI	bra	Women	enamor blad	ck non wired re	movable pad	849)	S, M, L, XL	4.2	993
25	https://wv	13205276 al	ll about you	Western	shirts	Women	all about yo	u women mauv	e stretchable	1499	50% OFF	XS, S, M, L, XL	4.2	993
26	https://wv	11535928 K	ASSUALLY	Western	tops	Women	kassually blu	ue floral cinche	d waist top v	1299	62% OFF	XS, S, M, L, XL	, 4.3	992
-	https://wv	6552977 R	ARE	Western	tops	Women	rare women	n maroon stripe	d top	1299	57% OFF	S, M, L, XL	4.2	991
28	https://wv	9476129 Za	astraa	Western	trousers	Women	zastraa wor	men maroon sli	m fit peg trou	2699	70% OFF	26, 28, 30, 32	, 4.1	991
29	https://wv	2017530 W	VISSTLER	Western	shorts	Women	wisstler wor	men navy pink	chevron prin	899	61% OFF	26, 28, 30, 32	, 4	991

Standardize "DiscountOffer" column to uniform format.

Based on "space" delimiter and by Replaceing "Rs."



Now, the column will be standardized by converting percentage values into numbers using the formula displayed in the image



E	F	G	Н	1	J	K	L	M	N	0	Р	Q	
▼ Individual_categor	category_by_Gende	Description Disc	ountPrice (in Re💌	OriginalPrice (in Re	DiscountOffe	SizeOption T	Rating: 💌	Review -	Discou 💌	Discou	Discou 🕶		
Ve jeans	Men	roadster men	824	1499	45% OFF	28, 30, 32, 34	3.9	999	45%	OFF	674.55		
Ve track-pants	Men	locomotive m	517	1149	55% OFF	S, M, L, XL	4	999	55%	OFF	631.95		
shirts	Men	roadster men	629	1399	55% OFF	38, 40, 42, 44	4.3	999	55%	OFF	769.45	i i	
k S shapewear	Women	zivame wome	893	1295	31% OFF	S, M, L, XL, XX	4.2	999	31%	OFF	401.45		
tshirts	Women	roadster women w	hite solid v neck p	599	35% OFF	XS, S, M, L, XI	4.2	999	35%	OFF	209.65		
tops	Women	mast harbour won	nen yellow solid ta	599	40% OFF	XS, S, M, L, XI	4.4	999	40%	OFF	239.6		
Ve trousers	Men	highlander me	599	1499	60% OFF	30, 32, 34, 36	3.9	998	60%	OFF	899.4	i i	
tops	Women	mayra pink embroi	dered a line pure o	1395	58% OFF	S, M, L, XL	3.7	998	58%	OFF	809.1		
tshirts	Women	roadster women pa	ack of 2 solid t shir	1098	3	XS, S, M, L, XI	4.3	997			0		
Ve jeans	Men	herenow men blue	slim fit mid rise cl	2749)	28, 30, 32, 34	3.5	996			0		
ea tights	Men	hrx by hrithik	1214	2699	55% OFF	S, M, L, XL, X>	4.4	996	55%	OFF	1484.45		

"DiscountPrice" fill with category average.

G	H	1	J	K	L	M	N	0	P	Q	R	9
<u>▼</u> A	ctual Price After Discou	OriginalPrice (in Re 🔻 Siz	zeOptioi 🕶	Rating: 💌 I	Review 🕶 I	Discount_amout 💌						
avy blue slim fit mid rise clean look jeans	824	1499 28	3, 30, 32, 34	3.9	999	674.55	=if(ISBLA	NK([@[Act	ual Price A	fter Disco	unt]]),	
n black white solid slim fit track pants	517	1149 S,	M, L, XL	4	999	631.95	[@[Origin	nalPrice (in	Rs)]]-[@[I	Discount_a	amout]],[@	(Actua
avy white black geometric printed sustainable casual shirt	629	1399 38	, 40, 42, 44	4.3	999	769.45	Price Afte	er Discount	t]])			
black saree shapewear zi3023core0nude	893	1295 S, I	M, L, XL, X	4.2	999	401.45						
n white solid v neck pure cotton t shirt		599 XS	, S, M, L, XI	4.2	999	209.65						
women yellow solid tank top		599 XS	, S, M, L, XI	4.4	999	239.6						
olive green slim fit solid regular trousers	599	1499 30	, 32, 34, 36	3.9	998	899.4						
proidered a line pure cotton top		1395 S, I	M, L, XL	3.7	998	809.1	i .					
n pack of 2 solid t shirts		1098 XS	, S, M, L, XI	4.3	997							
lue slim fit mid rise clean look ankle length stretchable jeans		2749 28	3, 30, 32, 34	3.5	996		<u> </u>					
oshan men rapid dry training tights	1214	2699 S, I	M, L, XL, X	4.4	996	1484.45						
avy blue white striped polo collar pure cotton t shirt		699 XS	, S, M, L, XI	4.1	996							
nen pink white printed kurta with trousers dupatta	1019	3399 S, I	M, L, XL, X	4.2	996	2379.3						
black solid basic jumpsuit		2499 XS	, S, M, L, XI	4.3	996	1249.5	U					
n maroon solid round neck t shirt		799 XS	, S, M, L, XI	4	996	479.4						
blood blook alter the autoeral account above	F46	1000 30	40 40 44	4.2	005	F03 47						

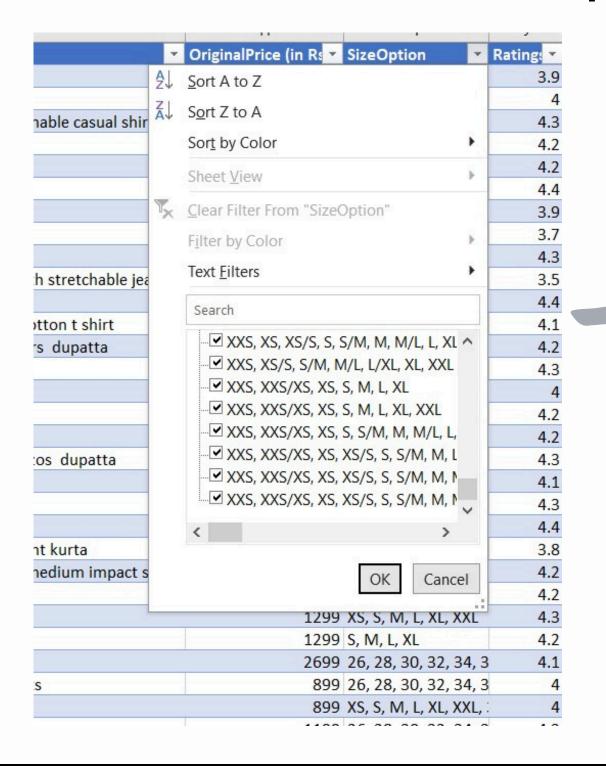




G	Н		J	K	- 1	M	N	0	Р	Q	R
to a company of the c	Actual Price After Discoul V Or	iginalPrice (in Rs 🕶 S	SizeOption -		Review *						
avy blue slim fit mid rise clean look jeans	824	1499 2	28, 30, 32, 34	3.9	999	674.55	824	=if(ISERRC	R([@Colu	umn1]),""	,[@Column1
n black white solid slim fit track pants	517	1149 S	, M, L, XL	4	999	631.95	517				
avy white black geometric printed sustainable casual shirt	629	1399 3	38, 40, 42, 44	4.3	999	769.45	629				
black saree shapewear zi3023core0nude	893	1295 S	, M, L, XL, X	4.2	999	401.45	893				
n white solid v neck pure cotton t shirt		599 X	(S, S, M, L, XI	4.2	999	209.65	389.35				
women yellow solid tank top		599 X	(S, S, M, L, XI	4.4	999	239.6	359.4				
n olive green slim fit solid regular trousers	599	1499 3	30, 32, 34, 36	3.9	998	899.4	599				

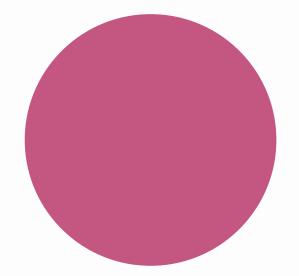
=IF([@[Discount_amout]]=" ",AVERAGEIFS([Discount_an	nout],[Category],[@Ca	tegory]),[@[[oiscount_a	mout]])			
G	Н	1	J	K	L	M	N
	✓ OriginalPrice (in R: ▼	SizeOption 🕶	Rating	Review 🕶	Discount_amout 💌	actual Price 💌	Colum
avy blue slim fit mid rise clean look jeans	1499	28, 30, 32, 34	3.9	999	674.55	824	674.55
n black white solid slim fit track pants	1149	S, M, L, XL	4	999	631.95	517	631.95
avy white black geometric printed sustainable casual shirt	1399	38, 40, 42, 44	4.3	999	769.45	629	769.45
black saree shapewear zi3023core0nude	1295	S, M, L, XL, XX	4.2	999	401.45	893	401.45
n white solid v neck pure cotton t shirt	599	XS, S, M, L, X	1 4.2	999	209.65	389.35	209.65
women vellow solid tank ton	599	XS S M I X	4 4	999	239 6	359 4	239 6

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

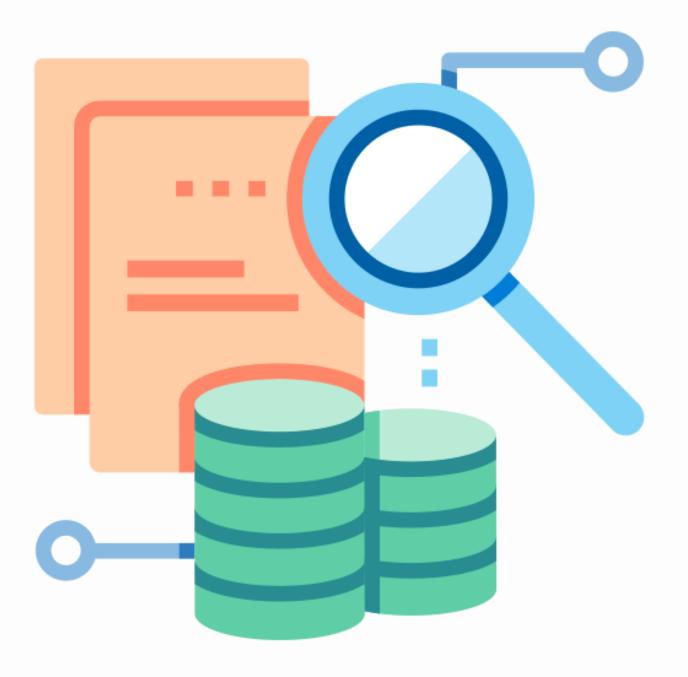




we confirmed that there is no "null values" in "SizeOption"



Data Analysis



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



CALCULATE THE AVERAGE ORIGINAL PRICE FOR RATINGS ABOVE 4 USING THE FORMULA = ROUND(AVERAGEIF(TABLE1[RATINGS],">4", ',TABLE1[ORIGINALPRICE (IN RS)],2)).

=ROUND(AVERAGEIF(Table1[Ratings],">4",Table1[Origin	alPrice (in Rs)],2))											
G	Н	1	J	K	L	M	N	0	Р	Q	R	S
	OriginalPrice (in R:	SizeOption	Rating	Review -	Discount_amout 💌	Actual Price						
vy blue slim fit mid rise clean look jeans	1499	28, 30, 32, 34, 36	3.9	999	674.55	674.55						
black white solid slim fit track pants	1149	S, M, L, XL	4	999	631.95	631.95						
vy white black geometric printed sustainable casual shirt	1399	38, 40, 42, 44, 46, 4	4.3	999	769.45	769.45						
olack saree shapewear zi3023core0nude	1295	S, M, L, XL, XXL	4.2	999	401.45	401.45			Rating >4	Samuel Comment of the Comment		
white solid v neck pure cotton t shirt	599	XS, S, M, L, XL	4.2	999	209.65	209.65			=ROUND(AVERAGE	IF(Table1[R	atings],">4"
omen yellow solid tank top	599	XS, S, M, L, XL	4.4	999	239.6	239.6			Table1[Or	iginalPric	e (in Rs)],2))
olive green slim fit solid regular trousers	1499	30, 32, 34, 36	3.9	998	899.4	899.4						
roidered a line pure cotton top	1395	S, M, L, XL	3.7	998	809.1	809.1						
nack of 2 colid t chirts	1009	VC C M I VI	12	007		070 1597666						

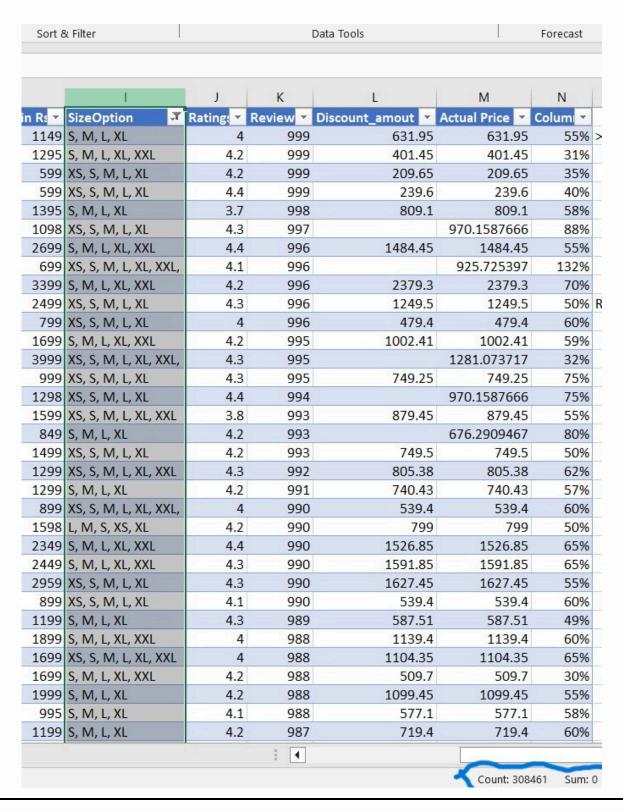
COUNT THE NUMBER OF PRODUCTS WITH A DISCOUNT OFFER GREATER THAN 50% OFF.

WE WILL UTILIZE THE "COUNTIFS" FUNCTION TO IDENTIFY PRODUCTS WITH DISCOUNT OFFERS EXCEEDING 50%

"FORMULA = COUNTIF(TABLE1[COLUMN 1],">50%*)"

	IN	U	P	Q	K	2
*	Colum					
.55	45.00%					
.95	55.00%					
.45	55.00%			=COUNTIF	(Table1[C	column1],">
.45	31.00%			50%")		
.65	35.00%			COUNTIE	(range, c	riteria)
9.6	40.00%					
9.4	60.00%					
9.1	58.00%					
666	88.36%					
57	38.17%					
.45	55.00%					
97	132.44%					
9.3	70.00%					
9.5	50.00%			Rating>4		

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



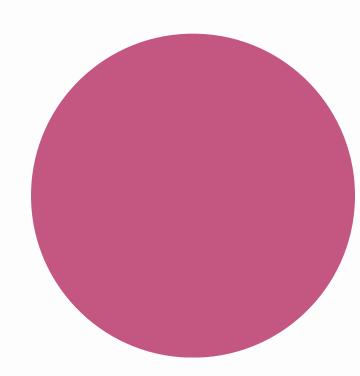
BY SELECTING THE COLUMN AND GIVEN THE FILTER "M"
WE CAN SEE AT DOWN RIGHT CORNER
ITS SHOWS THE "COUNT = 308461"



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."

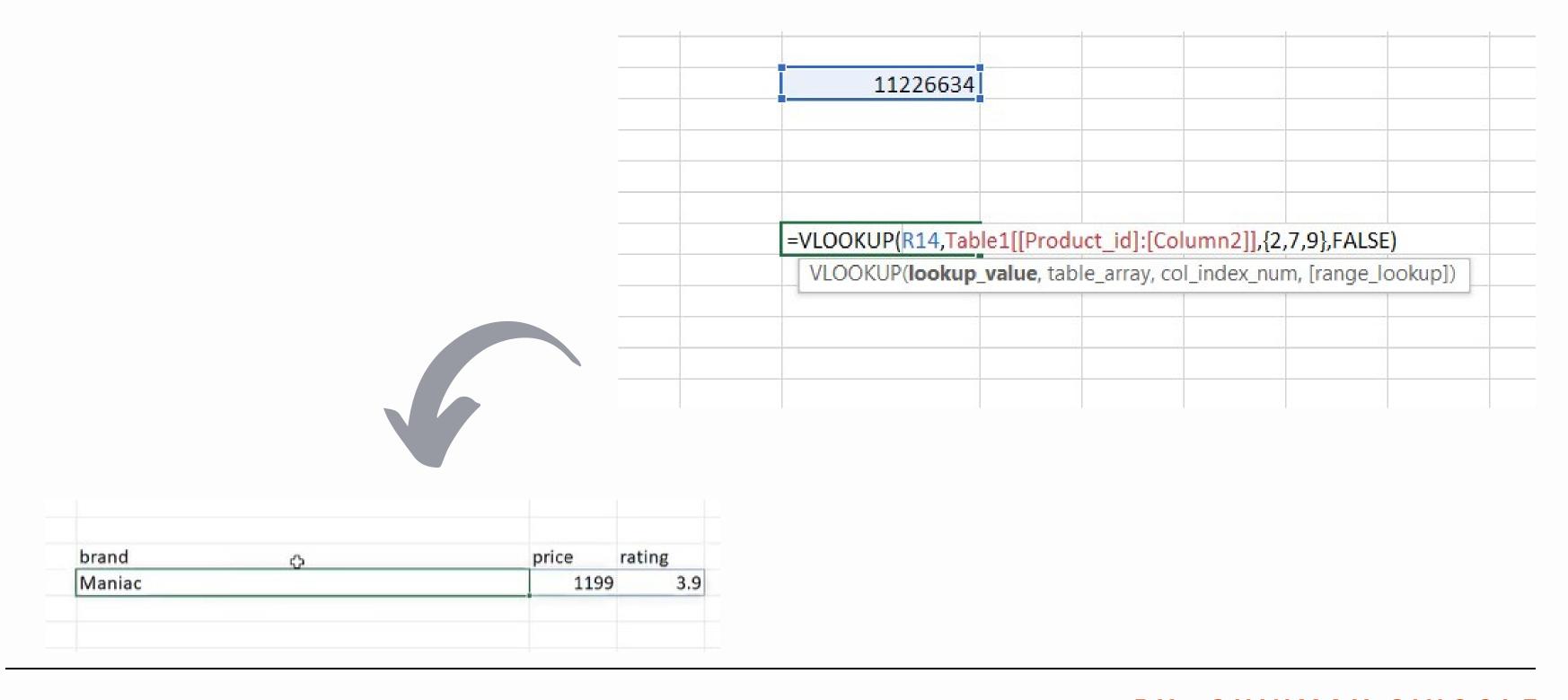
CREATE A COLUMN LABELING OFFERS AS
"HIGH DISCOUNT" FOR OVER 50% AND
"LOW DISCOUNT" FOR UNDER 50% USING
THE FORMULA =IF([COLUMN1] > 0.5, "HIGH DISCOUNT", "LOW DISCOUNT")

G	H	1	J	K	L	M	N	0	P
	✓ OriginalPrice (in Rs	SizeOption	Rating	Review *	Discount_amout 💌	Actual Price	Colum	Column2	
y blue slim fit mid rise clean look jeans	1499	28, 30, 32, 34, 36	3.9	999	674.55	674.55	45%	Low Discount	
lack white solid slim fit track pants	1149	S, M, L, XL	4	999	631.95	631.95	55%	High Discount	Je .
y white black geometric printed sustainable casual shirt	1399	38, 40, 42, 44, 46	, 4 4.3	999	769.45	769.45	55%	High Discount	
ack saree shapewear zi3023core0nude	1295	S, M, L, XL, XXL	4.2	999	401.45	401.45	31%	Low Discount	
white solid v neck pure cotton t shirt	599	XS, S, M, L, XL	4.2	999	209.65	209.65	35%	Low Discount	
men yellow solid tank top	599	XS, S, M, L, XL	4.4	999	239.6	239.6	40%	Low Discount	
ive green slim fit solid regular trousers	1499	30, 32, 34, 36	3.9	998	899.4	899.4	60%	High Discount	
pidered a line pure cotton top	1395	S, M, L, XL	3.7	998	809.1	809.1	58%	High Discount	
pack of 2 solid t shirts	1098	XS, S, M, L, XL	4.3	997		970.1587666	88%	High Discount	



DATA RETRIEVAL AND LOOKUP

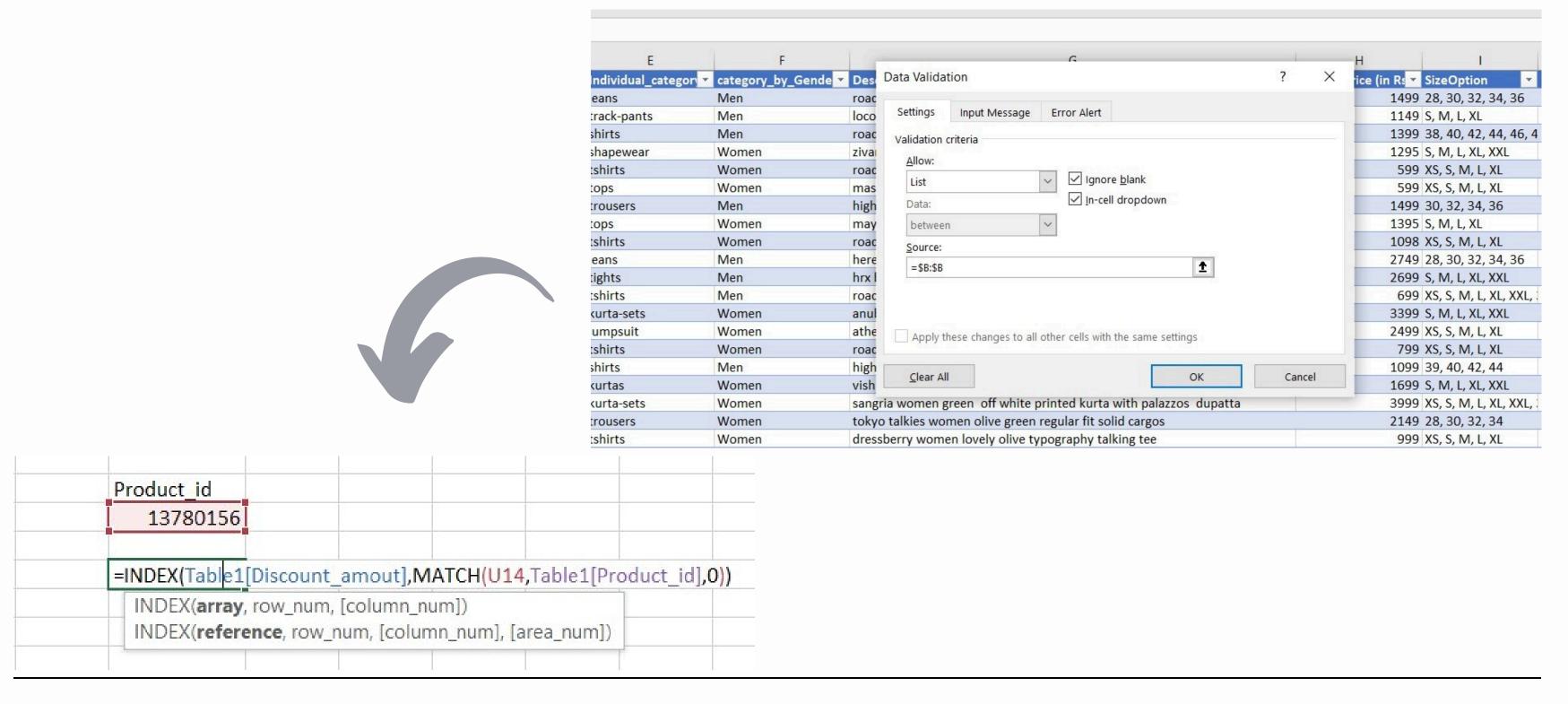
USE VLOOKUP/XLOOKUP TO FIND THE PRODUCT BRAND, PRICE, AND RATING OF THE PRODUCT WITH PRODUCT_ID "11226634"



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

NDEX MATCH	
6744434	INDEX MATCH
INDEX(Table1[Discount_amout],MATCH(R14,Table1[Product_id],0)) INDEX(array, row_num, [column_num]) INDEX(reference, row_num, [column_num], [area_num])	6744434
	899.4

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





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Chinmay Singole L'



BY: CHINMAY SINGOLE