Week 1 case study

ANALYSIS OF MYNTRA APPAREL

PRESENTATION - 2025

www.myntra.com

ABOUT OUR COMPANY

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. Myntra is one of the India’s topline fashion retailers.

PROJECT TOPICS

1. Data Cleaning and Preparation
2. Data Analysis
3. Data Retrieval and Lookup

Project questions

A. Data Cleaning and Preparation

1. Check for duplicate values in your dataset and remove them.
2. Standardize the "Discount Offer" column to a single format, ensuring all values are uniform.
3. Identify rows where both "Discount Price" and "Discount Offer" are null and fill the "Discount Price" with the average discount price of the respective category.
4. Replace all null values in the "Size Option" 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 ”6744434".
2. Find the "Discount Price" 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.

A. Data Cleaning and Preparation

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

Duplicates Based on Unique Identifiers: In this data set, the product ID serves as a unique identifier.

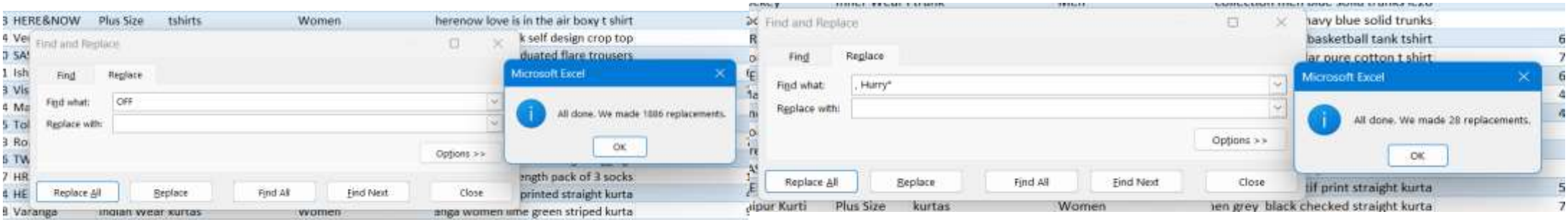
a) Select the unique column (product ID)
b) Go to “Home” tab and click on “ Conditional Formatting”
c) Select “ Highlight Cells Rules”, then Select “Duplicate values”
d) Go to “Data” tab and select “Remove Duplicates”

There are no duplicates in the given dataset based on the unique identifier (Product ID)

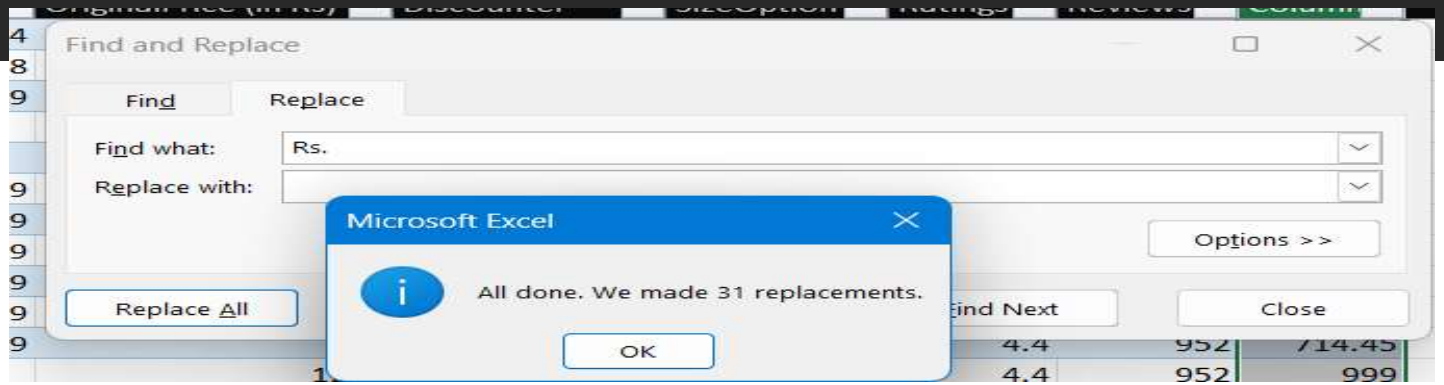
A. Data Cleaning and Preparation

2. Standardize the "Discount Offer" column to a single format, ensuring all values are uniform them.

Step 1: Use Ctrl+H to open “Find and Replace”. Replace “Off”, “ Hurry*” with desired text.
Step 2: Use the formula:
=IF(ISNUMBER(SEARCH("Rs",[@Discounter])),[@Discounter],[@Discounter]*[@[OriginalPrice (in Rs)]])




```
=IF(ISNUMBER(SEARCH("Rs.",[@Discounter])),[@Discounter],[@Discounter]*[@[OriginalPrice (in Rs)]])
```



A. Data Cleaning and Preparation

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

After getting discount value in single format in “Rs”. We will apply the formula:-

=IF(AND([@[DiscountPrice (in Rs)]]="",[@Discounter]=""),AVERAGEIF([Category],[@Category],[@[DiscountPrice (in Rs)]]),[@[DiscountPrice (in Rs)]])

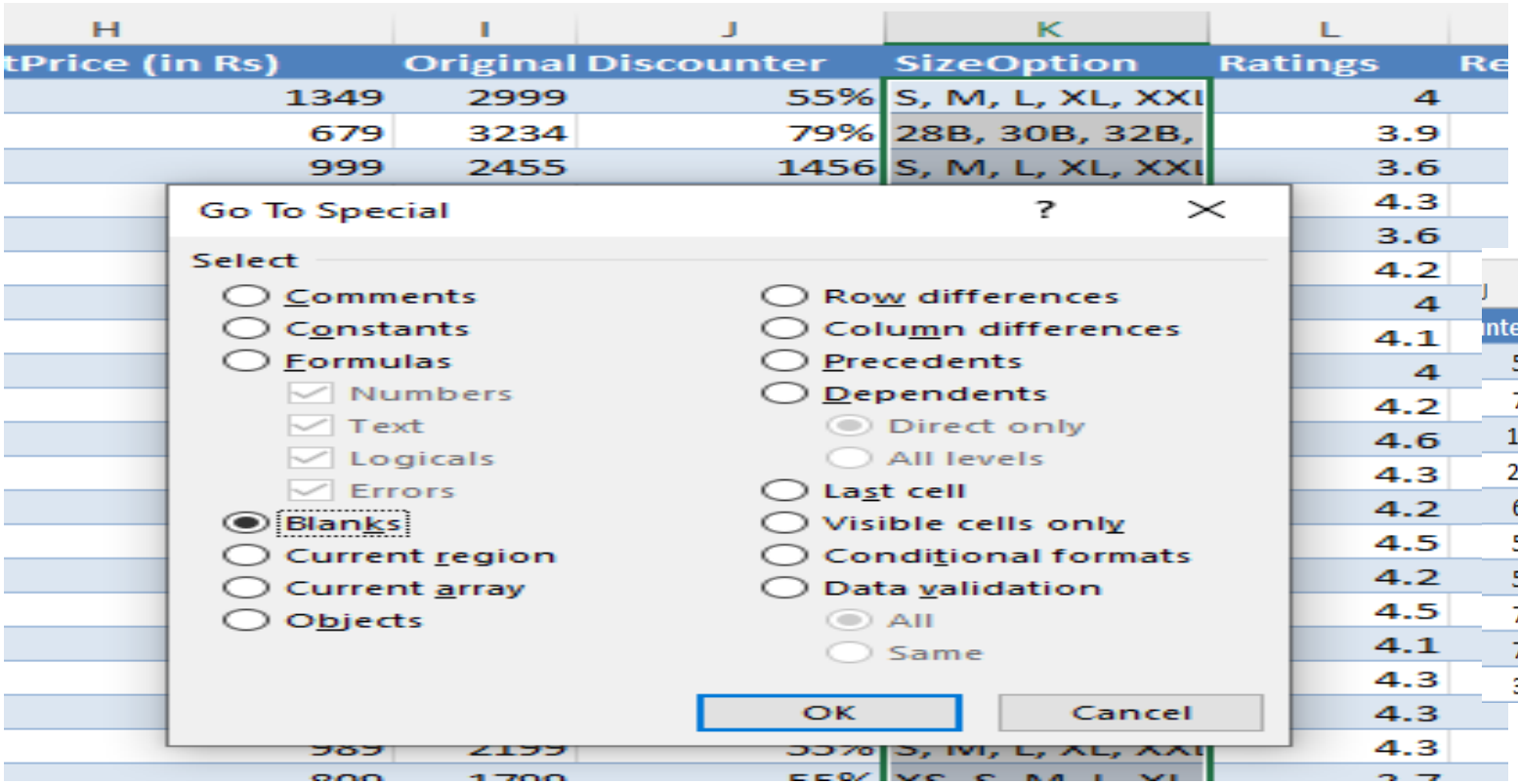
=IF(AND([@[discountprice in Rs]]="",[@Discounter]=""),AVERAGEIF([Category],[@[Individual_category]],[@[discountprice in Rs]]),[@[discountprice in Rs]])

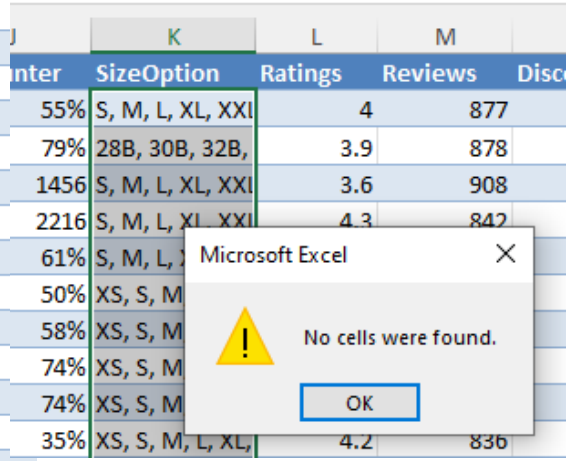
	G	H	I	J	K	L	M	N
n	DiscountPrice (in Rs	OriginalPrice (in Rs	Discounter	SizeOptio	Ratings	Review	discountprice in F	AVG discount price of respective colum
n look jeans	824	1499	45%	28, 30, 32, 34,	3.9	999	675	675
t track pants	517	1149	55%	S, M, L, XL	4	999	632	632
e casual shirt	629	1399	55%	38, 40, 42, 44,	4.3	999	769	769
3core0nude	893	1295	31%	S, M, L, XL, XX	4.2	999	401	401

A. Data Cleaning and Preparation

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

a) Select the size column
b) Press “Ctrl+G, select “Special”, click on “Blanks”
c) All blanks will be highlighted
d) Type “Not Available” and press Ctrl+Enter to fill all the selected blanks

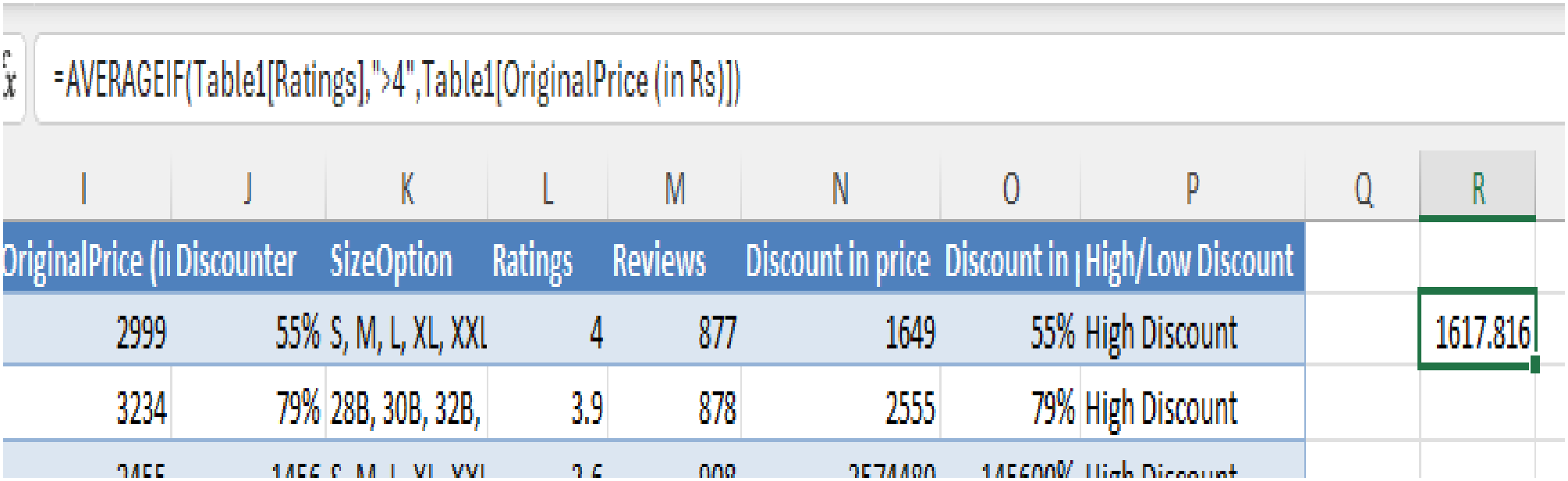




B. Data Analysis

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

Use the “AVERAGEIF” function as follows:



B. Data Analysis

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

Step 1: Standardize discount format in Percentage: =[@[Discounted price in Rs.]]/[@[OriginalPrice (in Rs)]]
Step 2: Use the formula to count product with discount greater than 50%

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

I	J	K	L	M	N	O	P	Q	R	S
ginalPrice (in	Discounter	SizeOption	Ratings	Reviews	Discount in price	Discount in percantage	High/Low Discount			
2999	55%	S, M, L, XL, XXL	4	877	1649	55%	High Discount		1068	
3234	79%	28B, 30B, 32B,	3.9	878	2555	79%	High Discount			

B. Data Analysis

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

Use the formula: =COUNTIF(K:K,"*M*")

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

I	J	K	L	M	N	O	P	Q	R
riginalPrice (ii	Discounter	SizeOption	Ratings	Reviews	Discount in price	Discount in percantage	High/Low Discount		
2999	55%	S, M, L, XL, XXL	4	877	1649	55%	High Discount		
3234	79%	28B, 30B, 32B,	3.9	878	2555	79%	High Discount		1339

B. Data Analysis

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."

Step 1: Standardize discount format in Percentage: =[@[Discounted price in Rs.]]/[@[OriginalPrice (in Rs)]] (already performed)
Step 2: Use formula =IF([@[Discounter]]>50%,"high discount","low discount")

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

	G	H	I	J	K	L	M	N	O
on	DiscountPrice (in Rs	OriginalPrice (in Rs	Discounter	SizeOptio	Ratings	Review	discountprice in F	nt price of resp	Column1
an look jeans	824	1499	45%	28, 30, 32, 34,	3.9	999	675	675	Low Discount
it track pants	517	1149	55%	S, M, L, XL	4	999	632	632	High discount
e casual shirt	629	1399	55%	38, 40, 42, 44,	4.3	999	769	769	High discount
23core0nude	893	1295	31%	S, M, L, XL, X	4.2	999	401	401	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 ”6744434".

Use the formula respectively for Product brand, Price and Rating

Lookup value taken-11530828

```
=VLOOKUP(B14,Sheet1!B:C,2,0)
=VLOOKUP(B14,Sheet1!B:I,8,0)
=VLOOKUP(B14,Table1[[Product_id]:[Ratings]],11,0)
```

Vlookup	brand name OG		ratings
11530828	anayna	1660	4.3

Use the formula respectively for Product brand, Price and rating

Lookup value taken-11530828

```
=XLOOKUP(B18,Table1[Product_id],Table1[BrandName])
=XLOOKUP(B18,Table1[Product_id],Table1[OriginalPrice (in Rs)])
=XLOOKUP(B18,Table1[Product_id],Table1[Ratings])
```

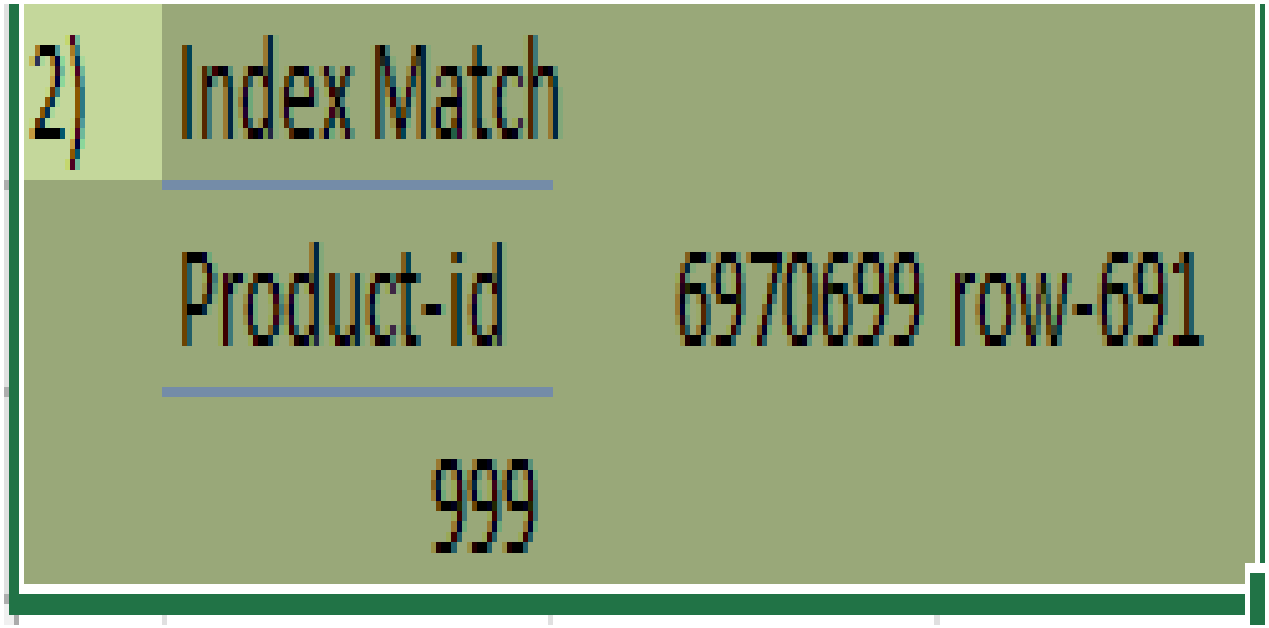
Xlookup	brand name OG		ratings
11530828	anayna	1660	4.3

C. Data Retrieval and Lookup

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

Product-id used:6970699
Use the formula:

```
=INDEX(Table1[DiscountPrice (in Rs)],MATCH(Sheet2!C20,Table1[Product_id],0))
```



C. Data Retrieval and Lookup

3. Utilize nested XLOOKUP to find any column's detail of a product with its product ID.

Step 1: Use the Data Validation option to cerate a drop-down for Product ID and details of products
Step 2: Use the formula
=XLOOKUP(C18,Table1[Product_id],XLOOKUP('C'!D17,Table1[[#Headers],[BrandName]:[Reviews]],Table1[[BrandName]:[Reviews]]))
This performs lookup for product ID and then find the value based on the column header specified as details of product.

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