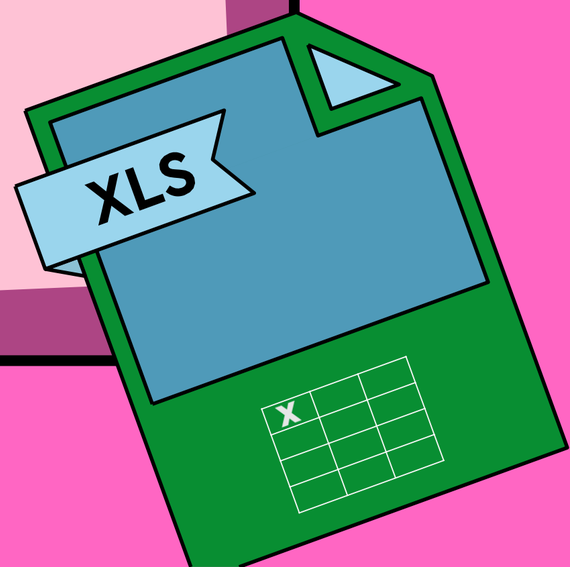
Myntra Project

PPP

Introduction

- "Welcome to our presentation on Myntra sales analysis. In this project, we utilized Excel to analyze real data from Myntra, one of India's premier online fashion retailers.



Project objectives

DATA CLEANING

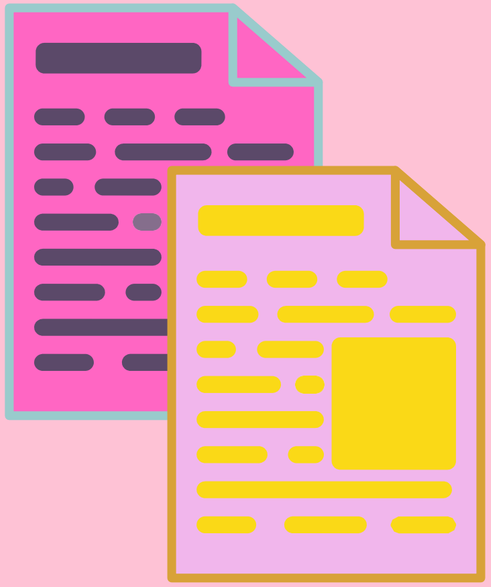
DATA PROCESSING

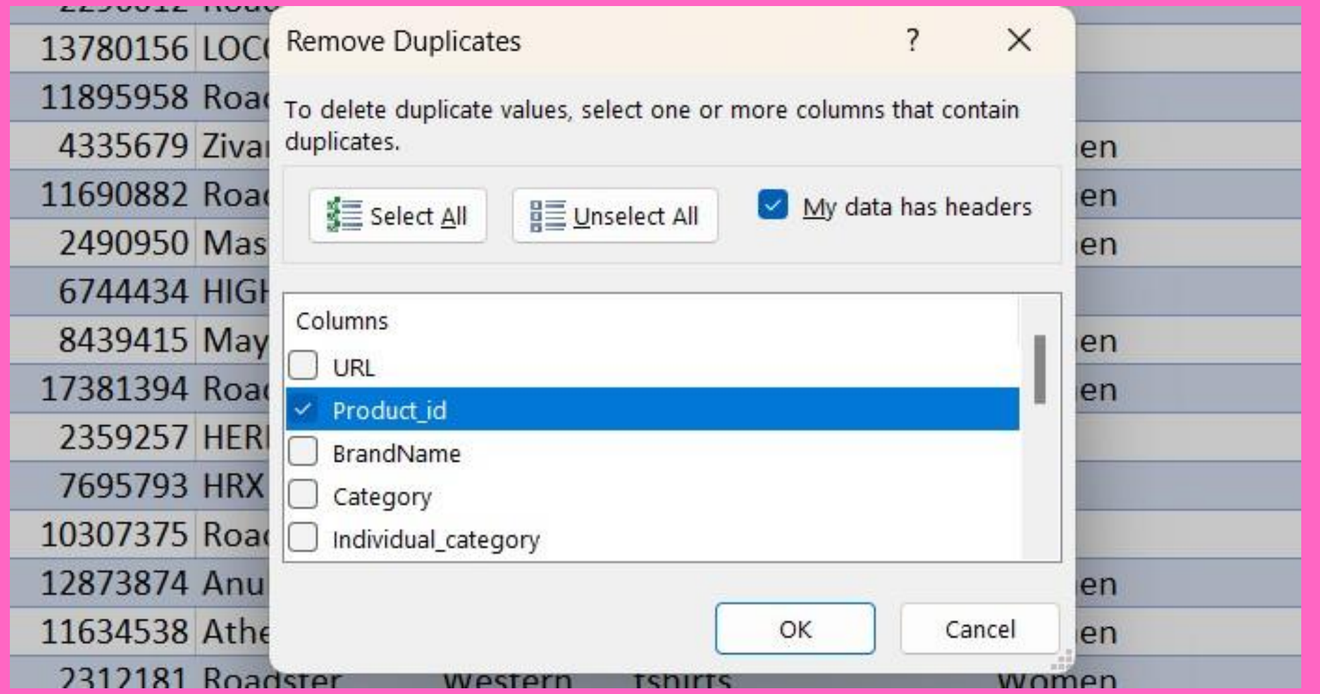
DATA ANALYSIS

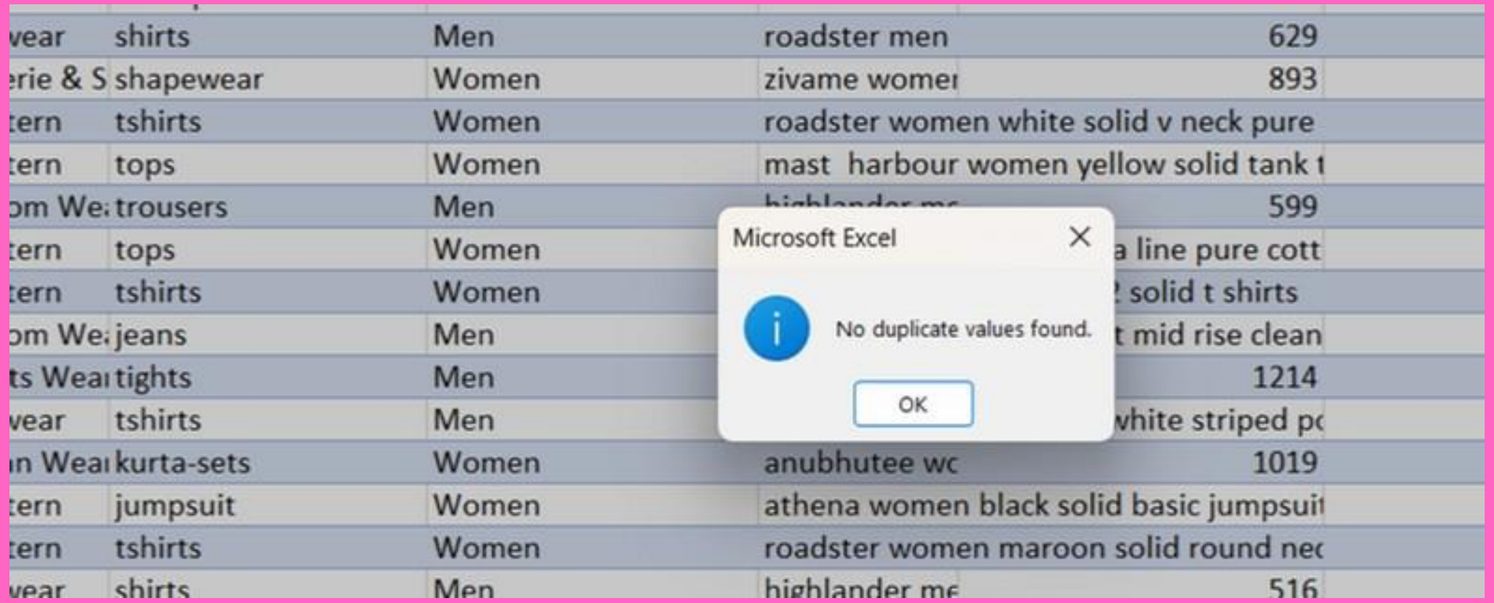
DATA RETRIEVAL
LOOKUP

Step -1

Checking Duplicate values in dataset and remove them

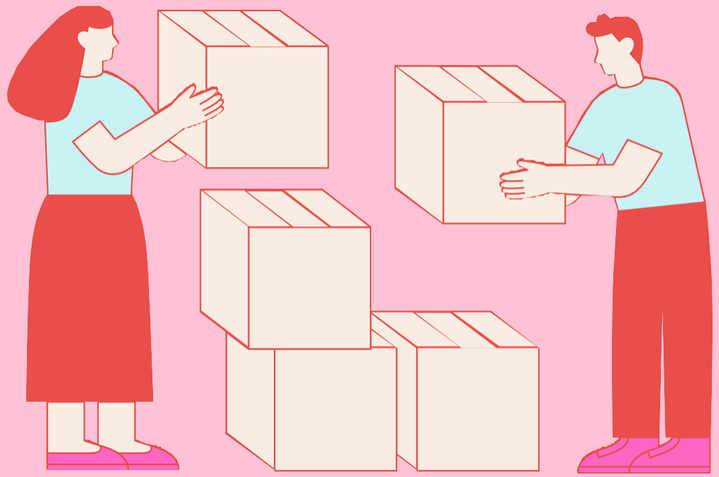






Step - 2

standarlize the “Discount Offer” column to single format

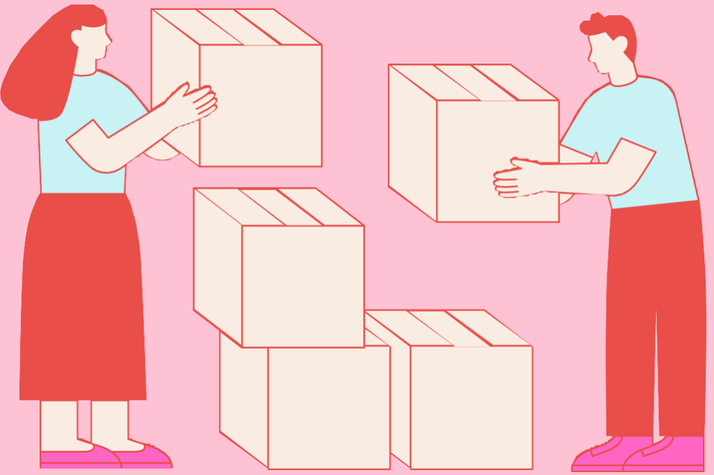


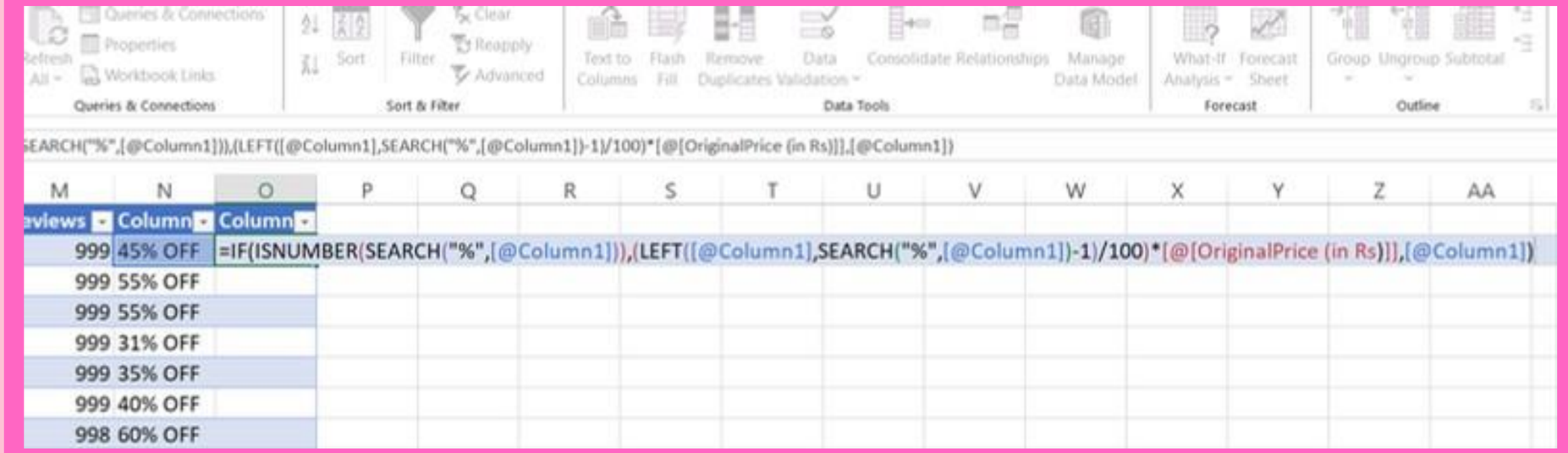
	M	N	O	P	Q	R
	Reviews					
.9	999	=trim(substitute([@DiscountOffer],"Rs.",""))				
4	999					
.3	999					
.2	999					

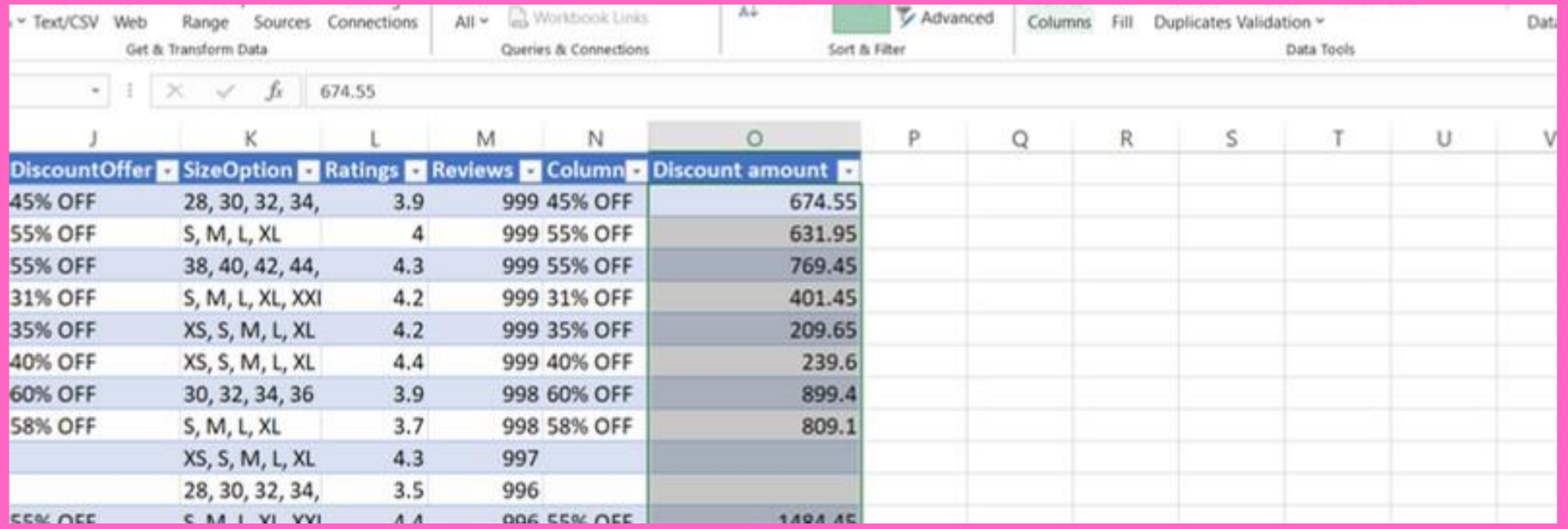
	J	K	L	M	N	O	P
	DiscountOffer	SizeOption	Ratings	Reviews	Column		
9	45% OFF	28, 30, 32, 34	3.9	999	45% OFF		
9	55% OFF	S, M, L, XL	4	999	55% OFF		
9	55% OFF	38, 40, 42, 44	4.3	999	55% OFF		
5	31% OFF	S, M, L, XL, XX	4.2	999	31% OFF		
9	35% OFF	XS, S, M, L, XL	4.2	999	35% OFF		
9	40% OFF	XS, S, M, L, XL	4.4	999	40% OFF		
9	60% OFF	30, 32, 34, 36	3.9	998	60% OFF		
5	58% OFF	S, M, L, XL	3.7	998	58% OFF		
8		XS, S, M, L, XL	4.3	997			
9		28, 30, 32, 34	3.5	996			

Step - 2

standarlize the “Discount Price” column to single format

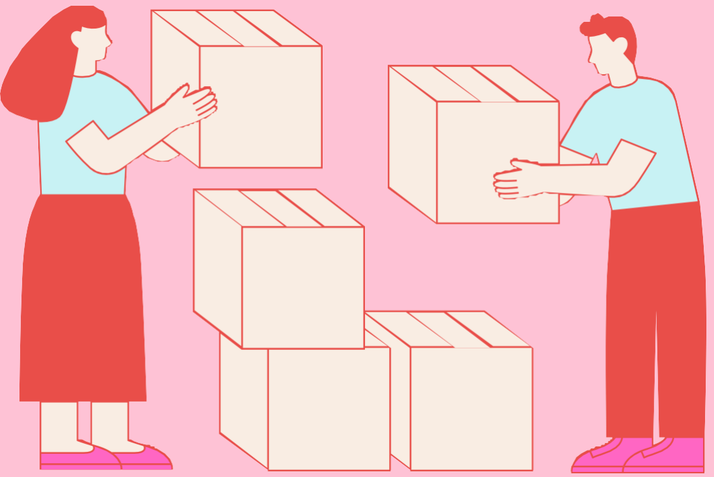






Step - 2

standarlize the “Discount Price” column to single format



Alignment | Number | Styles | Cells | Editing | Add-ins

mount]]="",",([@[Discount amount]]/[@[OriginalPrice (in Rs)]])*100)

J	K	L	M	N	O	P	Q	R	S	T	U
) DiscountOffer	SizeOption	Ratings	Reviews	Column	Discount amount						
499 45% OFF	28, 30, 32, 34,	3.9	999	45% OFF	674.55	=if([@[Discount amount]]="","",([@[Discount amount]]/					
149 55% OFF	S, M, L, XL	4	999	55% OFF	631.95	[@[OriginalPrice (in Rs)]])*100)					
399 55% OFF	38, 40, 42, 44,	4.3	999	55% OFF	769.45						
295 31% OFF	S, M, L, XL, XXI	4.2	999	31% OFF	401.45						
599 35% OFF	XS, S, M, L, XL	4.2	999	35% OFF	209.65						
599 40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6						
499 60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4						

Font | Alignment | Number | Styles | Cells | Editing

I	J	K	L	M	N	O	P	Q	R
n Rs) OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews	Column	Discount amount	Discount offer		
824 1499	45% OFF	28, 30, 32, 34,	3.9	999	45% OFF	674.55	45		
517 1149	55% OFF	S, M, L, XL	4	999	55% OFF	631.95	55		
629 1399	55% OFF	38, 40, 42, 44,	4.3	999	55% OFF	769.45	55		
893 1295	31% OFF	S, M, L, XL, XXI	4.2	999	31% OFF	401.45	31		
k pure 599	35% OFF	XS, S, M, L, XL	4.2	999	35% OFF	209.65	35		
d tank t 599	40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6	40		
599 1499	60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4	60		
re cott 1395	58% OFF	S, M, L, XL	3.7	998	58% OFF	809.1	58		
shirts 1098		XS, S, M, L, XL	4.3	997					
e clean 2749		28, 30, 32, 34,	3.5	996					
1214 2699	55% OFF	S, M, L, XL, XXI	4.4	996	55% OFF	1484.45	55		
iped pc 699		XS, S, M, L, XL,	4.1	996					
1019 3399	70% OFF	S, M, L, XL, XXI	4.2	996	70% OFF	2379.3	70		

Step - 3

Fill missing Discount offer % and Discount Price with the average of their respective categories.

AVERAGEIFS([Discount offer %],[Category],[@Category]),[@[Discount offer %]])

P	Q	R	S	T	U	V	W	X	Y	Z	AA
Discount offer %	Column										
45	=IF([@[Discount offer %]]="",AVERAGEIFS([Discount offer %],[Category],[@Category]),[@[Discount offer %]])										
55											
55											
31											
35											
40											
60											

N	O	P	Q	R	S	T
Discount Amount						
674.55	=FLOOR.MATH([@[OriginalPrice (in Rs)]]-[@[Discount Amount]])					
631.95						
769.45						
401.45						
209.65						

Step - 3

Fill missing Discount offer % and Discount Price with the average of their respective categories.

I	J	K	L	M	N
ngs	Reviews	OriginalPrice (in Rs)	Discount offer %	Discount Amount	Discounted Price
3.9	999	1499	45	674.55	824
4	999	1149	55	631.95	517
4.3	999	1399	55	769.45	629
4.2	999	1295	31	401.45	893
4.2	999	599	35	209.65	389
4.4	999	599	40	239.6	359
3.9	998	1499	60	899.4	599
3.7	998	1395	58	809.1	585
4.3	997	1098	51	557.8670011	540
3.5	996	2749	47	1292.533448	1456
4.4	996	2699	55	1484.45	1214
4.1	996	699	49	244.6295216	354

TO MAINTAIN DATA ACCURACY, WE FILLED MISSING `DISCOUNT OFFER %` AND `DISCOUNTED PRICE` VALUES WITH THE AVERAGE VALUES FROM THEIR RESPECTIVE CATEGORIES. THIS METHOD ENSURES CONSISTENCY AND RELIABILITY IN OUR DATASET, ALLOWING FOR PRECISE ANALYSIS AND INSIGHTS.

Step - 4

Calculating the over all average original price for products with ratings greater than 4 stars

ble1[Ratings],">4")

M	N	O	P	Q	R	S	T	U	V	W
Discount Amount	Discounted Price									
675	824									
632	517		=AVERAGEIFS(Table1[OriginalPrice (in Rs)],Table1[Ratings],">4")							
769	629									
401	893									
210	389									

1966.667

WE CALCULATED THE OVERALL AVERAGE ORIGINAL PRICE FOR PRODUCTS RATED ABOVE 4 STARS TO IDENTIFY PRICING TRENDS FOR HIGHLY-RATED ITEMS. THIS ANALYSIS HELPS US UNDERSTAND THE VALUE AND PRICING STRATEGY OF TOP-PERFORMING PRODUCTS.

Step - 5

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

	O	P	Q	R	S	T	U	V
d Price								
824								
517								
629								
893			=COUNTIF(Table1[Discount offer %],">=50")					
389			COUNTIF(range, **criteria**)					
359								
599								
585								
540								

	120199	

WE COUNTED THE NUMBER OF PRODUCTS OFFERING MORE THAN 50% OFF TO GAUGE THE PREVALENCE OF HIGH-DISCOUNT ITEMS. THIS COUNT HIGHLIGHTS SIGNIFICANT PROMOTIONAL ACTIVITIES WITHIN OUR PRODUCT RANGE.

Step - 6

Counting the number of products available in size “M”

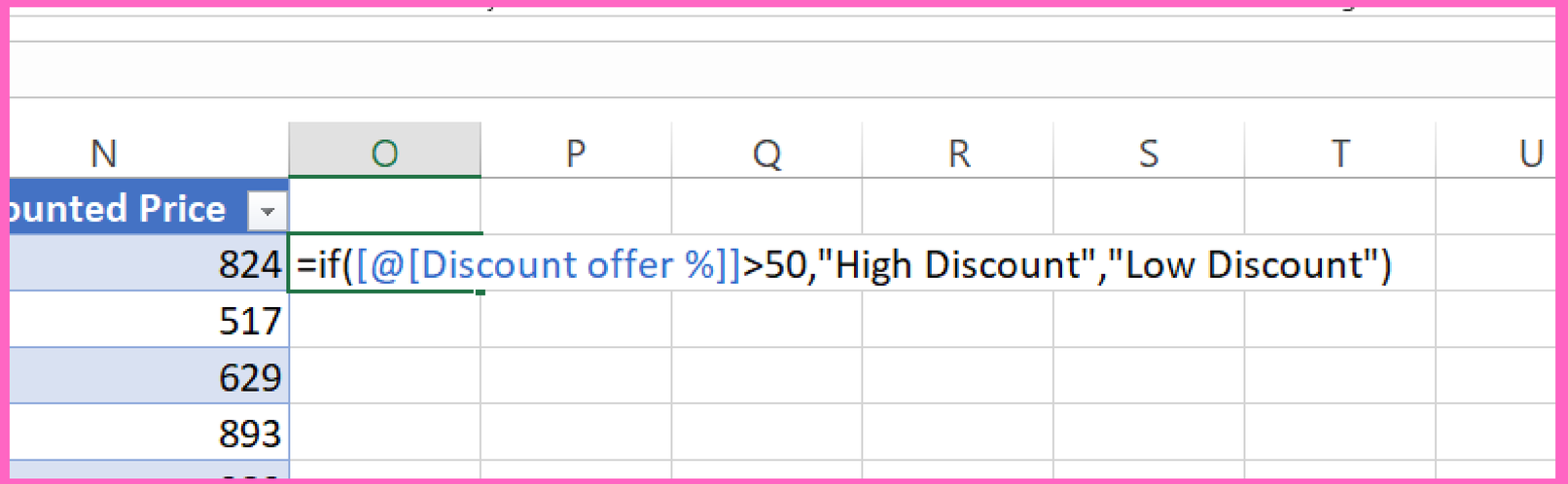
517								
629								
893			=COUNTIF(Table1[SizeOption],"m")					
389								
359								
599								
585								
540								
1456								
1214								

	69	

WE COUNTED THE NUMBER OF PRODUCTS AVAILABLE IN SIZE "M" TO ASSESS THE INVENTORY FOR THIS POPULAR SIZE. THIS ANALYSIS HELPS ENSURE ADEQUATE STOCK LEVELS FOR CUSTOMER DEMAND.

Step - 7

New Column for “High Discount” greater than 50% OFF less than that “Low Discount”



N	O	P	Q	R	S	T	U
ounted Price							
824	=if([@[Discount offer %]]>50,"High Discount","Low Discount")						
517							
629							
893							

M	N	O	P	Q	R
scount Amount	Discounted Price	Column1			
675	824	Low Discount			
632	517	High Discount			
769	629	High Discount			
401	893	Low Discount			
210	389	Low Discount			
240	359	Low Discount			
899	599	High Discount			
809	585	High Discount			

Step - 8

Finding the brand, price and rating of the product with product_id "11226634" by using VLOOKUP

769	629	High Discount
401	893	Low Discount
210	389	Low Discount
240	359	Low Discount
899	599	High Discount
809	585	High Discount
558	540	High Discount
1293	1456	Low Discount
1484	1214	High Discount
345	354	Low Discount
2379	1019	High Discount
1250	1249	Low Discount

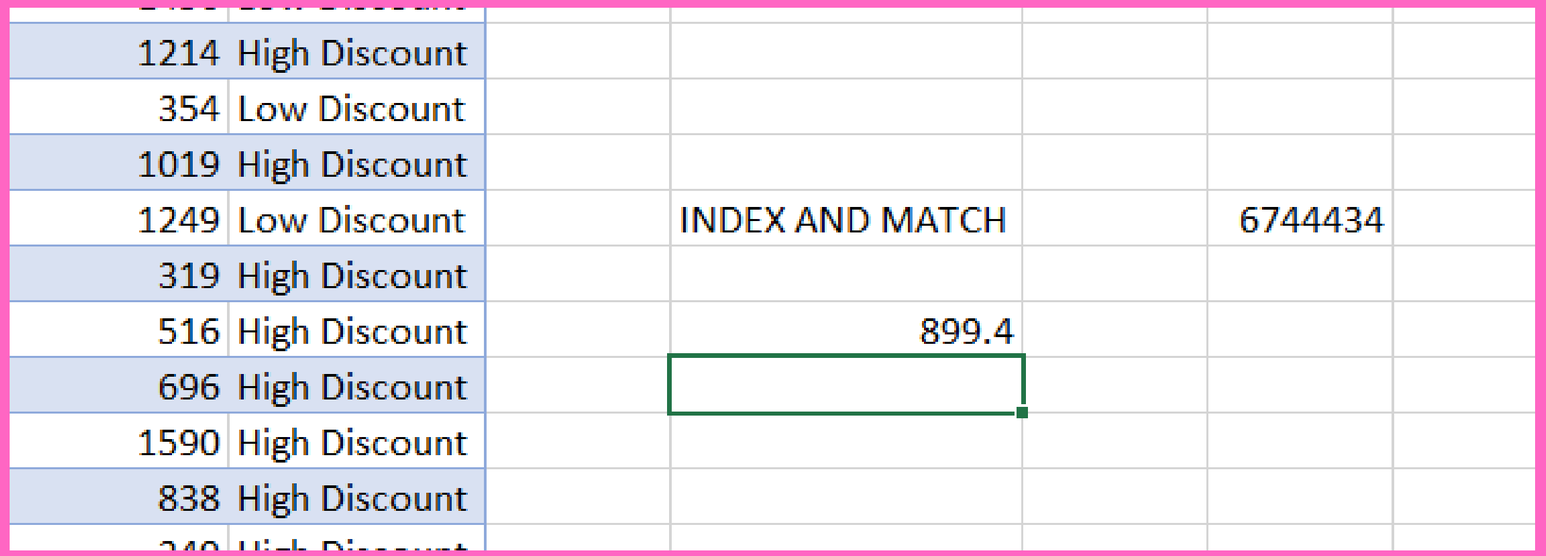
11226634

Brand	ratings	price
=VLOOKUP(Q7,Table1[[Product_id]:[Column1]],{2,8,10},0)		

389	Low Discount							
359	Low Discount		11226634					
599	High Discount							
585	High Discount							
540	High Discount		Brand	ratings	price			
456	Low Discount		Maniac	3.9	1199			
214	High Discount							
354	Low Discount							
019	High Discount							
249	Low Discount							

Step - 9

Finding the “Discount price” for the product_id “6744434” by using Index and Match function



Conclusions

In our Myntra Excel project, we systematically addressed data completeness by filling missing values in `Discount offer %` and `Discounted Price` with category-specific averages. This approach ensured data consistency and enhanced the reliability of our analysis. By leveraging Excel's powerful functions, we were able to maintain the integrity of our dataset, providing a robust foundation for informed decision-making and deeper insights into discount patterns across different product categories.

Thank's For Watching