



# MYNTRA

## APPAREL ANALYSIS



Style Fashion vs. Stylish Fashion



# Overview

- Introduction
- Problem Statements
- Approach and solution
- Thank you



# What Is Myntra?



*Myntra, a leading e-commerce company based in India, specializes in selling clothing and lifestyle products, aims to optimize its offerings and improve customer satisfaction through data-driven decisions. This project focuses on analyzing Myntra's apparel dataset to provide key insights into pricing strategies, discount patterns, customer ratings, and size availability.*



*Project  
Questions?*





# Data Cleaning & Preparation

- Remove duplicate values.
- Standardize the "Discount Offer" column.
- Fill null "Discount Price" with the category's average where both "Discount Price" and "Discount Offer" are null.
- Replace null values in "Size Option" with "Not Available".





# Data Analysis

- Calculate the average original price for products with ratings  $> 4$ .
- Count products with discounts  $> 50\% \text{ OFF}$ .
- Count products available in size "M".
- Label products as "High Discount" if the discount  $> 50\%$ , otherwise "Low Discount".





# Data Retrieval & Lookup

- Use VLOOKUP/XLOOKUP to find brand, price, and rating for Product ID "11226634".
- Use INDEX and MATCH to find "Discount Price" for Product ID "6744434".
- Use nested XLOOKUP to retrieve any column's details by product ID."





# *Data Cleaning & Preparation*





# Approach

01

Filtered out blank values using the unique product id column.

Convert data into table : Ctrl + T

Then, Using filters remove duplicates, if any.

02

To Standardize the Discount offer column.

- Remove Rs. from discount column.

*fx* =TRIM(SUBSTITUTE([@DiscountOffer],"Rs.",""))

- To Standardize Discount % column.

**Convert % into Rupees.**

*fx* =IF(ISNUMBER(SEARCH("%",[@Discount %])),LEFT(@[Discount %],SEARCH("%",[@Discount %])-1)/100\*[@OriginalPrice (in Rs)],[@Discount %])

**Convert Ruppes into %.**

*fx* =IF([@Discount Rupee]","",[@Discount Rupee])/[@OriginalPrice (in Rs)]\*100

**To remove OFF, convert formulas to text - > Ctrl +C, Ctrl + V(values).**

**Then, Text to column -> Using Delimited choose space.**



# Approach \*

03

**To fill the DiscountOffer(%) with Average discount price of that category.**

fx

```
=IF([@Discount Offer] = "", AVERAGEIFS(N:N, D:D, [@Category]), [@Discount Offer])
```

**To fill the Discount Price with the average of respective category (rupees).**

fx

```
=IF([@DiscountPrice (in Rs)] = "", [@Discount- Category] * [@OriginalPrice (in Rs)] / 100, [@DiscountPrice (in Rs)])
```

**To fix values of DiscountedPrice and Discount% columns - > Ctrl +C, Ctrl + V(values).**

04

**To replace all null values in Size Option with Not available :**

fx

```
=IF(J2 = "", "Not available", J2)
```



# *Data Analysis*





# Approach \*

01

AverageIFS.

Av. original price for products with ratings greater than 4.

1890.640099

fx

=AVERAGEIFS(Table1[[#All],[OriginalPrice (in Rs)]],Table1[[#All],[Ratings]],">4")

02

CountIF.

Count the No. of products with a discount greater than 50% OFF.

11301

fx

=COUNTIF(Table1[[#All],[DiscountOffer]],"50")



# Approach \*

03

Count the number of products available in size "M"

## Approach 1: Filtering “Using Text Contains “

Show rows where:

SizeOption

contains   And  Or

Count: 64998

## Approach 2 : Searching “M”, converting to T/F, --converting to 1/0, adding.

*fx* =SUMPRODUCT(--(ISNUMBER(SEARCH("M",J:J))))

04

A new column : If Discount>50 -> High else Low Discount.

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



# *Data Retrieval & Lookup*





# Approach

01

Using XLOOKUP.

Product ID :

11226634

=XLOOKUP(S13,Table1[Product\_id],Table1[BrandName],"No Match",0)

=XLOOKUP(S13,Table1[Product\_id],Table1[DiscountPrice],"No match",0)

Brand

Price

Rating

Maniac

467

3.9

=XLOOKUP(S13,Table1[Product\_id],Table1[Ratings],"No Match",0)

Using VLOOKUP.

=VLOOKUP(S13,B3:P100000,{2,10,14},0)

02

Index and Match.

Product id:

6744434

=INDEX(Table1[DiscountPrice],MATCH(T25,Table1[Product\_id],0))

DiscountPrice

599



# Approach

01

Nested XLookup.

- Using **Data validation**, first create a list of product IDs.
- Then, Create another list of all other column headers.

Then, use nested Xlookup for extracting values of your choice.

Product id List :

2296012

Choose Column :

Individual\_category

BrandName

Category

Individual\_category

category\_by\_Gender

Description

DiscountPrice (in Rs)

OriginalPrice (in Rs)

SizeOption

=XLOOKUP(R25,Table1[Product\_id],XLOOKUP(R28,Table1[[#Headers],[BrandName]:[DiscountType]],Table1[[BrandName]:[DiscountType]],"No Match",0),"No match",0)

Product id List :

2296012

Choose Column :

Category

Bottom Wear

# *Thank You*



*Style Fashion vs. Style Fashion*