



# Myntra

## **ANALYSIS OF MYNTRA APPAREL**



**Presented by**

**KALPITA HAZRA**

# INTRODUCTION

Myntra is one of the largest fashion eCommerce stores in India that deals with a wide range of fashion and lifestyle products for men, women, and kids. It sells high-quality clothes, branded footwear, bags and backpacks, beauty and personal care products, home and living accessories, and more.

Myntra has a wide range of fashion products from brands all across the world and appeals to young and old Indians, with a special focus on Gen Y, or the millennials, and Gen Z. All of these Myntra can be aptly summed up as a one-stop-shop for fashion in India.



# PROBLEMS

## Project 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

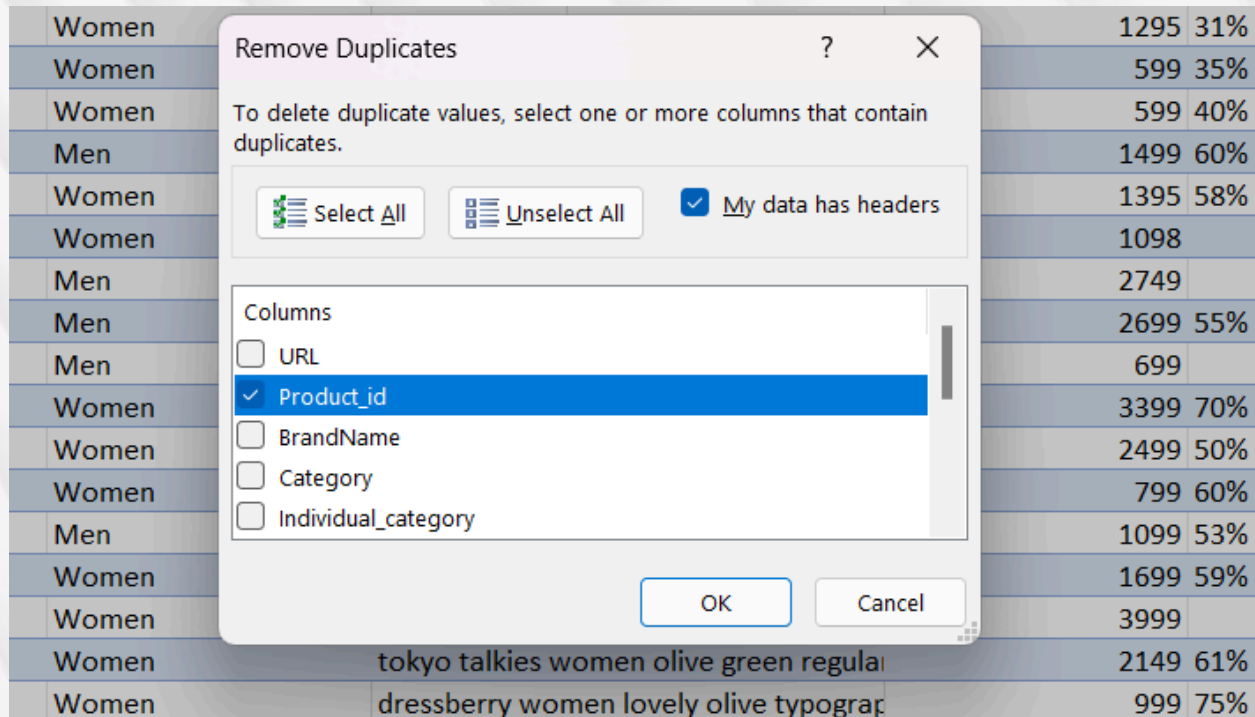
1. Use VLOOKUP/XLOOKUP to find the product brand, price, and rating of the product with Product\_id "11226634".
2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.
3. Utilize nested xlookup to find any column's detail of a product with it's product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



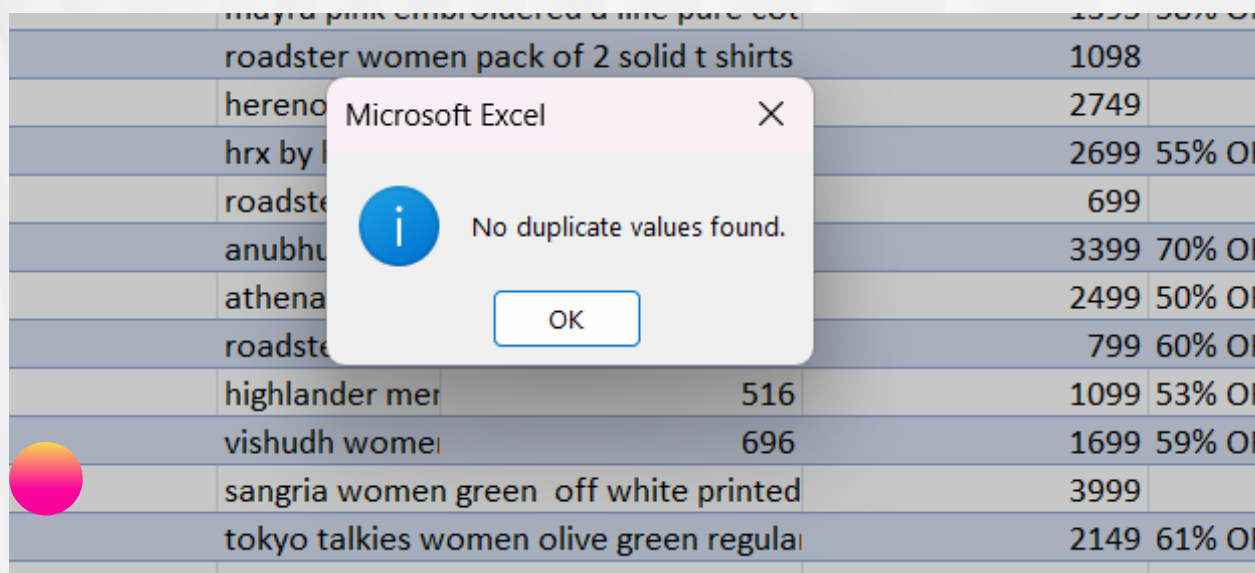


# A. Data Cleaning and Preparation

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



Select the data, go to the Data Tab, and click **"Remove Duplicates"**.



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

Convert Text to Columns Wizard - Step 3 of 3

This screen lets you select each column and set the Data Format.

Column data format

☒ General

☐ Text

☐ Date: 

DMY

☐ Do not import column (skip)

'General' converts numeric values to numbers, date values to dates, and all remaining values to text.

Advanced...

Destination:

=S\$2

Data preview

General	General
45%	OFF
55%	OFF
55%	OFF
31%	OFF
35%	OFF
40%	OFF

Cancel

< Back

Next >

Finish

Womenroadster women pack of 2 printed cottc1298

Used **Test to Column** option to separate values, then removed "Rs" using Replace feature and converted values into amount using **IF** and **ISNUMBER** functions.

Column	Column	Column
45%	OFF	=IF(ISNUMBER([@Column2]),[@Column2],IF(ISBLANK([@Column2])," ",[@Column1]*[@[OriginalPrice (in Rs)]]))
55%	OFF	
55%	OFF	
31%	OFF	401.45
35%	OFF	209.65
40%	OFF	239.6
60%	OFF	800.4



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

674.55	=IF(ISBLANK([@[Actual Price (in Rs)]]),[@[OriginalPrice (in Rs)]]-[						
631.95	[@[Discount Amount]],[@[Actual Price (in Rs)]]						
769.45	629						
401.45	893						
209.65	389.35						
339.6	359.4						

Also used **ISBLANK** and **ISERROR** functions to ensure all values are uniform

ur	Column	Column				
4.55	824	=IF(ISERROR([@Column2]),"",[@Column2])				
1.95	517	517				
9.45	629	629				
1.45	893	893				
9.65	389.35	389.35				
39.6	359.4	359.4				
99.4	599	599				
09.1	585.9	585.9				
	#VALUE!					
	#VALUE!					



3. Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category.

Columnr	Columnr	Columnr					
824	824	=IF([@[Discount Amount]]= " ",AVERAGEIFS([Discount Amount],[Category],[@Category]),[@[Discount Amount]])					
517	517						
629	629	769.45					
893	893	401.45					
389.35	389.35	209.65					
359.4	359.4	239.6					
599	599	899.4					
585.9	585.9	809.1					
VALUE!		970.1588					
VALUE!		1049.203					
1214	1214	1484.45					
VALUE!		925.7254					

Used **IF** and **AVERAGEIFS** functions to calculate average discount price.





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

(in Rs)	OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews
824				3.9	999
517				4	999
629				4.3	999
893				4.2	999
neck pure				4.2	999
solid tank				4.4	999
599				3.9	998
e pure cot				3.7	998
id t shirts				4.3	997
d rise clear				3.5	996
1214				4.4	996
e striped p				4.1	996
1019				4.2	996
ic jumpsu				4.3	996
d round ne				4	996
516				4.2	995
696				4.2	995
te printed				4.3	995
en regular				4.1	995
e typograp				4.3	995
nted cottc				4.4	994
719				3.8	993
vable pad				4.2	993
stretchable				4.2	993
waist top v	1299	62% OFF	XS, S, M, L, XL,	4.3	992
op	1299	57% OFF	S, M, L, XL	4.2	991
it peg trou	2699	70% OFF	26, 28, 30, 32,	4.1	991

Used **Filter** to locate null values but **no null values** found



## B. Data Analysis

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

Average of Original Price where ratings > 4								
		=AVERAGEIF(Table1[Ratings], ">4", Table1[OriginalPrice (in Rs)])						

Used **AVERAGEIF** function

Average of Original Price where ratings > 4				
		1966.667		



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

Product Count where discount % > 50%					
	=COUNTIF(Table1[Discount Offer],">50%")				

Used **COUNTIF** function



Product Count where discount % > 50%			
	209986		



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

The screenshot shows the 'Filter' dialog box in Excel. The 'Text Filters' tab is active. Under 'List with all items', a list of values is displayed with checkboxes next to them: (Select All), 22, 25, 26, 28, 30, 31, 31.5, and 33. The 'Filter by' dropdown is set to 'Contains'. The 'OK' button is highlighted.

Used **Filter** to  
count available  
product in size “M”.

S, M, L, XL	4.3
S, M, L, XL, XXL	4
XS, S, M, L, XL,	4
Count: 308460	



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."

Discount %	Column					
45%	=IF([@[Discount %]]>0.5,"High discount","Low discount")					
55%	High discount					
55%	High discount					
31%	Low discount					
35%	Low discount					

Used **IF** function to label products as **High Discount** and **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".

		11226634		

=VLOOKUP(Z8,Table1,{2,8,10},0)



		11226634		
	<b>Brand</b>	<b>Price</b>	<b>Ratings</b>	
	Maniac	1199	3.9	

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

	INDEX AND MATCH		6744434			
	=INDEX(Table1[Discounted Price],MATCH(AA16,Table1[Product_id],0))					

	INDEX AND MATCH		6744434	
	899.4			



3. Utilize nested xlookup to find any column's detail of a product with it's product id.

The screenshot shows the 'Data Validation' dialog box with the 'Settings' tab selected. The 'Validation criteria' section shows 'Allow:' set to 'List', 'Data:' set to 'between', and 'Source:' set to '=A\$1:\$M\$1'. The 'Ignore blank' and 'In-cell dropdown' checkboxes are checked. The 'Apply these changes to all other cells with the same settings' checkbox is unchecked. The 'Clear All', 'OK', and 'Cancel' buttons are at the bottom.

Created List using  
**Data Validation**  
techniques.

Used **Nested XLOOKUP** to get category by matching it with the corresponding Product ID.

	12391750	
	Category	
	<b>Western</b>	

[illegible]



The background features a series of light gray, wavy, vertical lines that create a sense of movement. Scattered across the background are five circular elements with a gradient from yellow at the top to magenta at the bottom. A large, abstract, multi-colored shape composed of many thin, overlapping lines in shades of pink, orange, and yellow is positioned behind the central text.

# Thank You



Kalpita Hazra