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

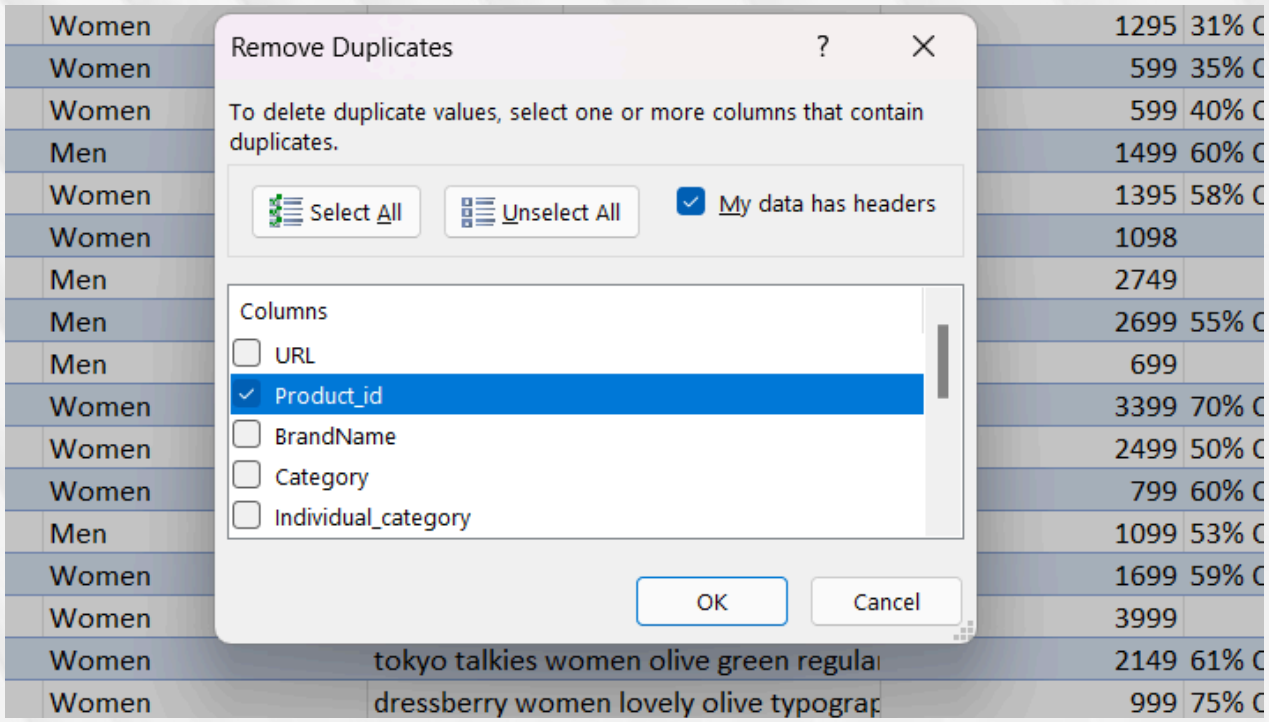
1. Use VLOOKUP/XLOOKUP to find the product brand, price, and rating of the product with Product_id "11226634".

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

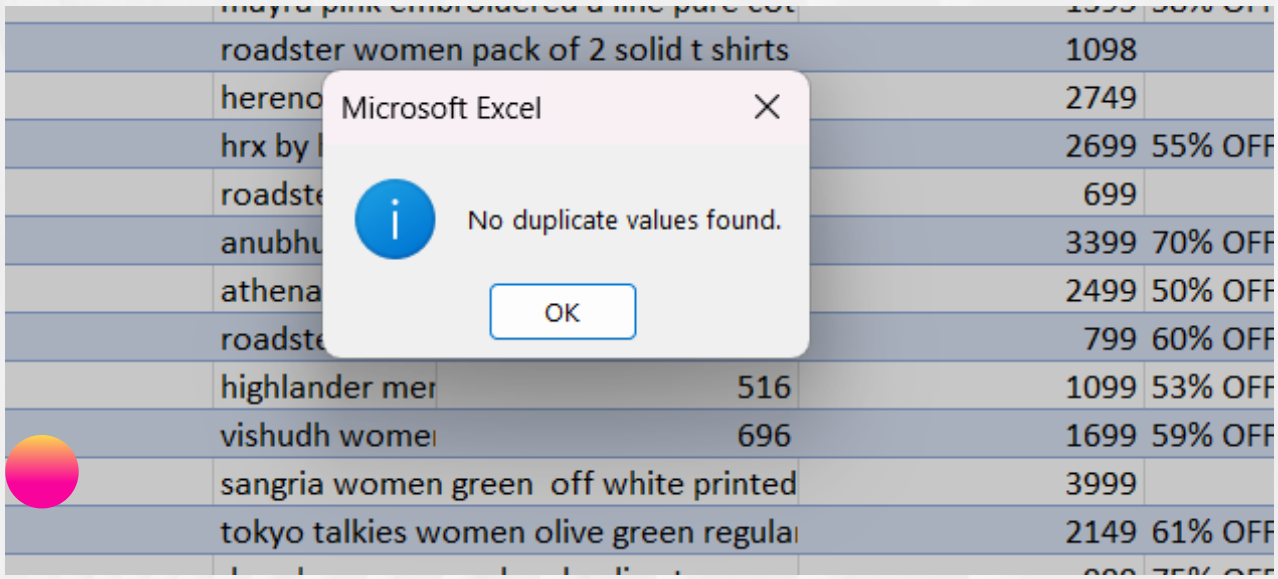
3. Utilize nested xlookup to find any column’s detail of a product with it’s product id.

A. Data Cleaning and Preparation

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

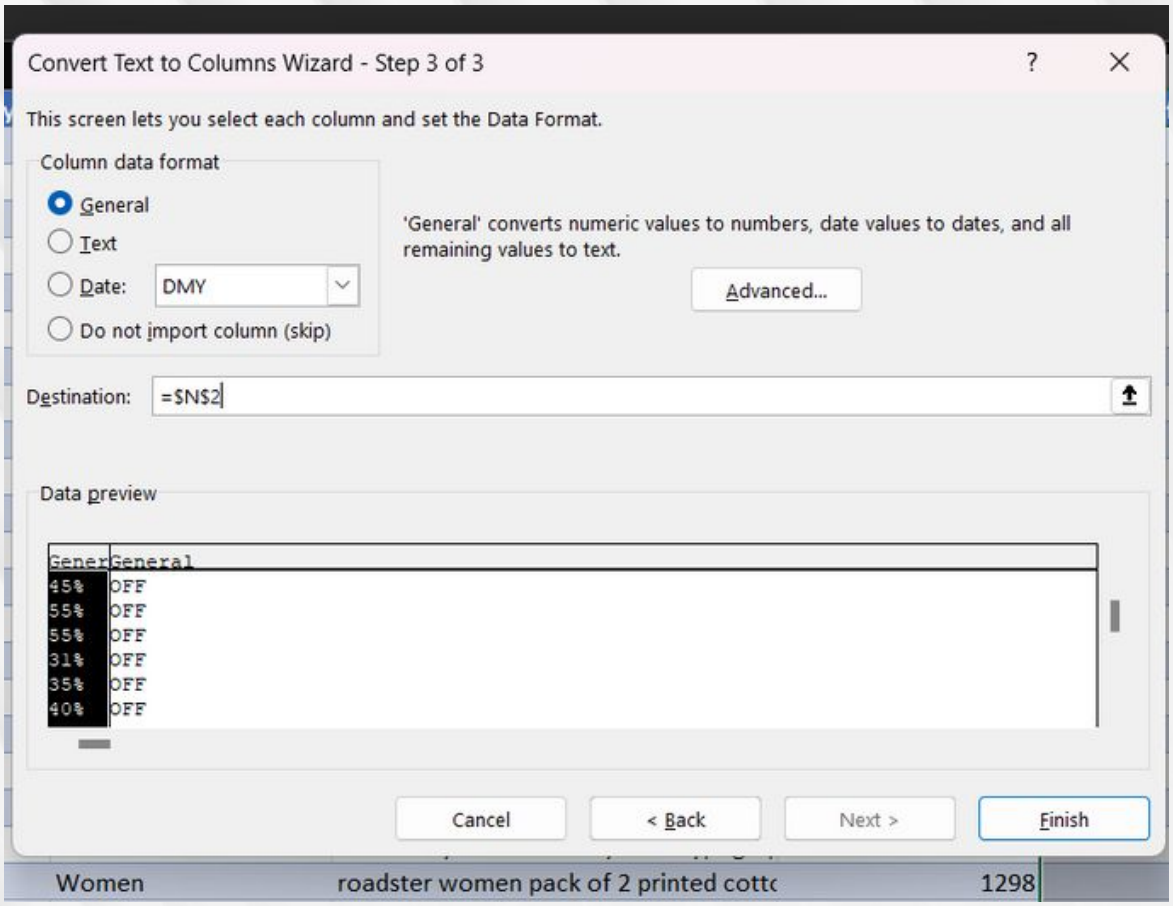


Select the data, go to the Data Tab, and click **“Remove Duplicates”** .



Kalpita Hazra

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



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

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

Kalpita Hazra

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	

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!		

Kalpita Hazra

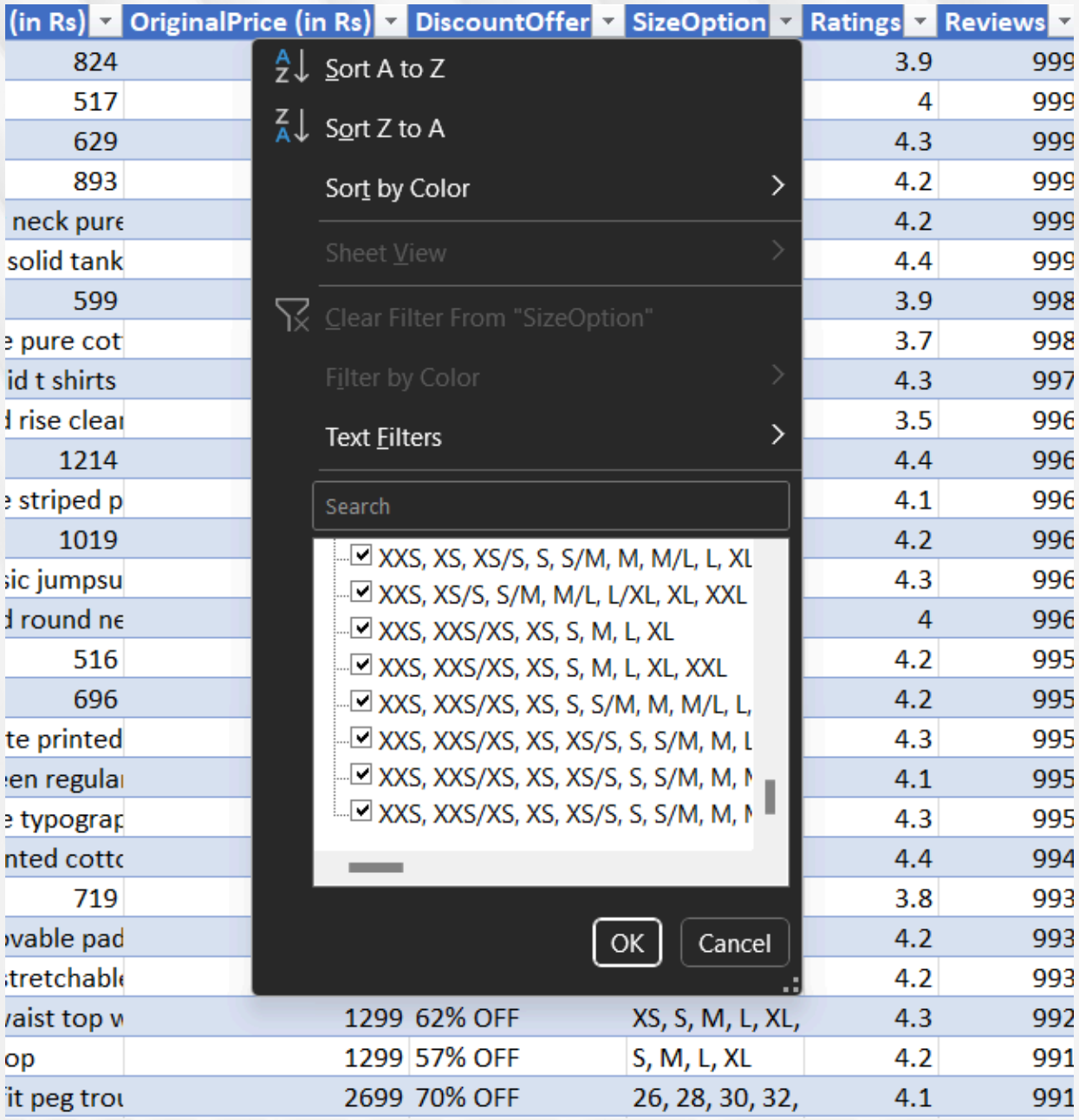
3. Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category.

olumr	Columr	Columr	
824	824	=IF([@[Discount Amount]]= " ",AVERAGEIFS([Discount	
517	517	Amount],[Category],[@Category]),[@[Discount Amount]])	
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.

Kalpita Hazra

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

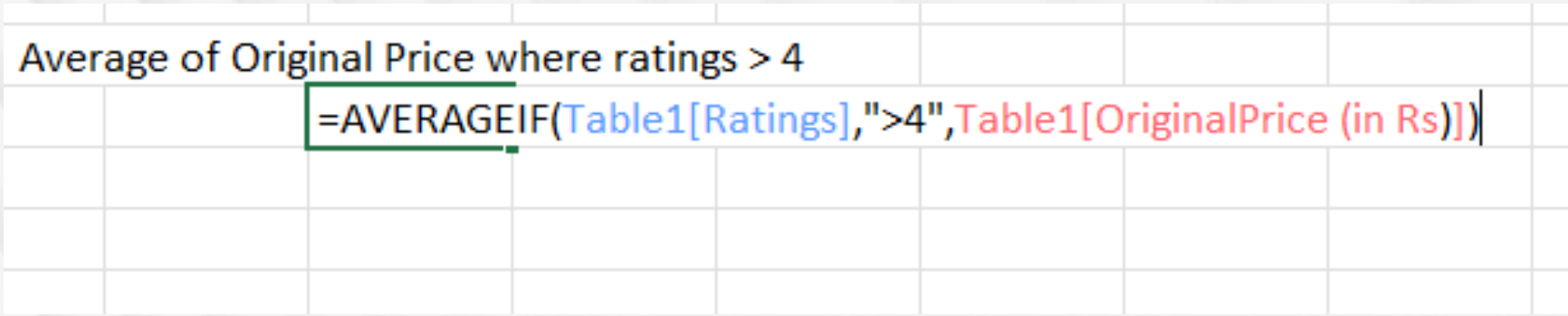


Used **Filter** to locate null values but **no null values** found

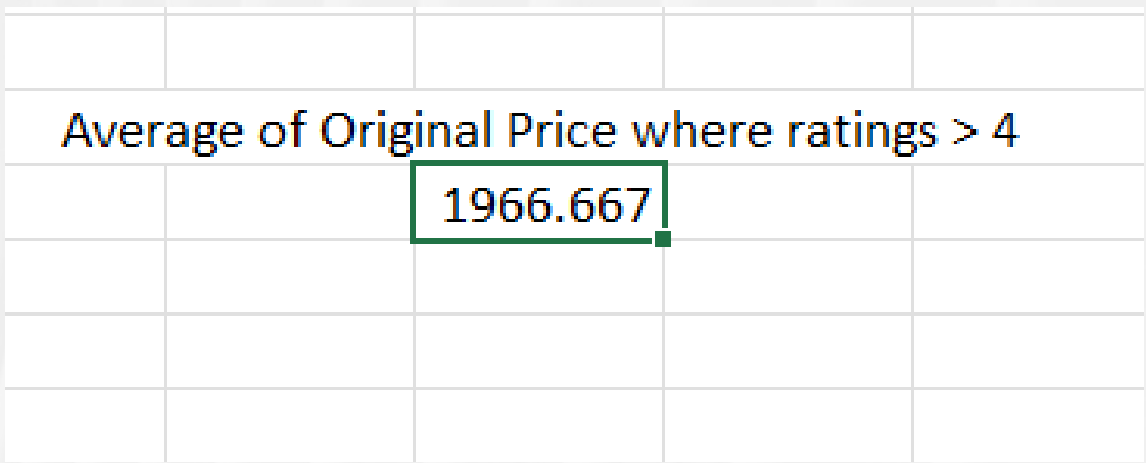
Kalpita Hazra

B. Data Analysis

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



Used **AVERAGEIF** function



Kalpita Hazra

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

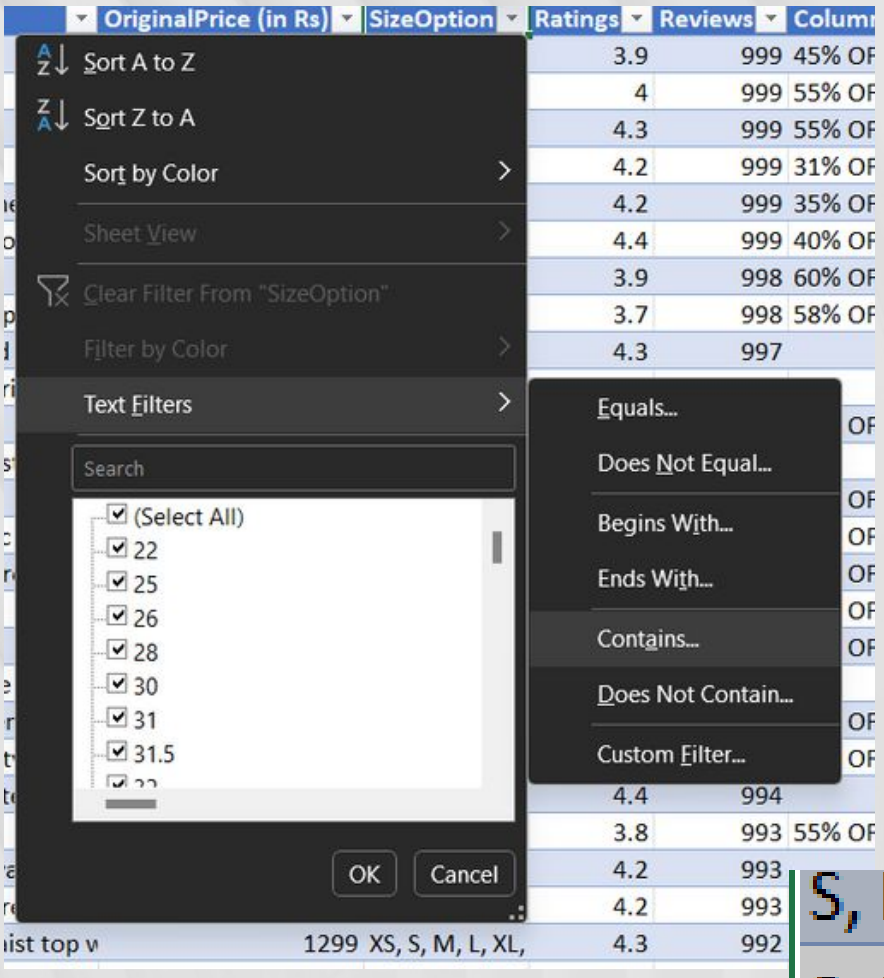
Product Count where discount % > 50%	
=COUNTIF(Table1[Discount Offer],">50%")	

Used **COUNTIF** function

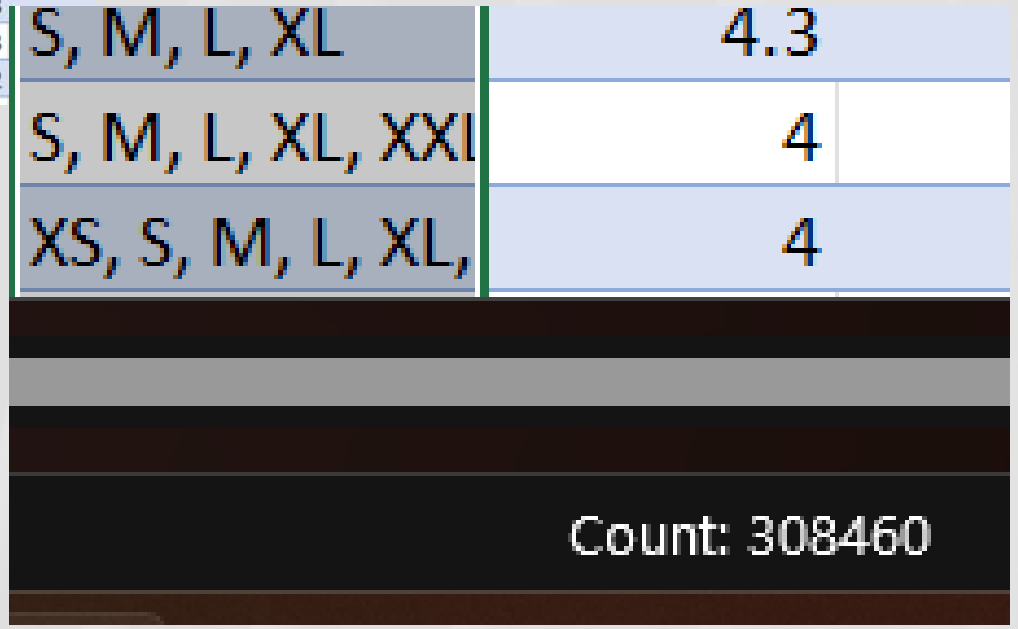
Product Count where discount % > 50%	
209986	

Kalpita Hazra

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



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



Kalpita Hazra

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."

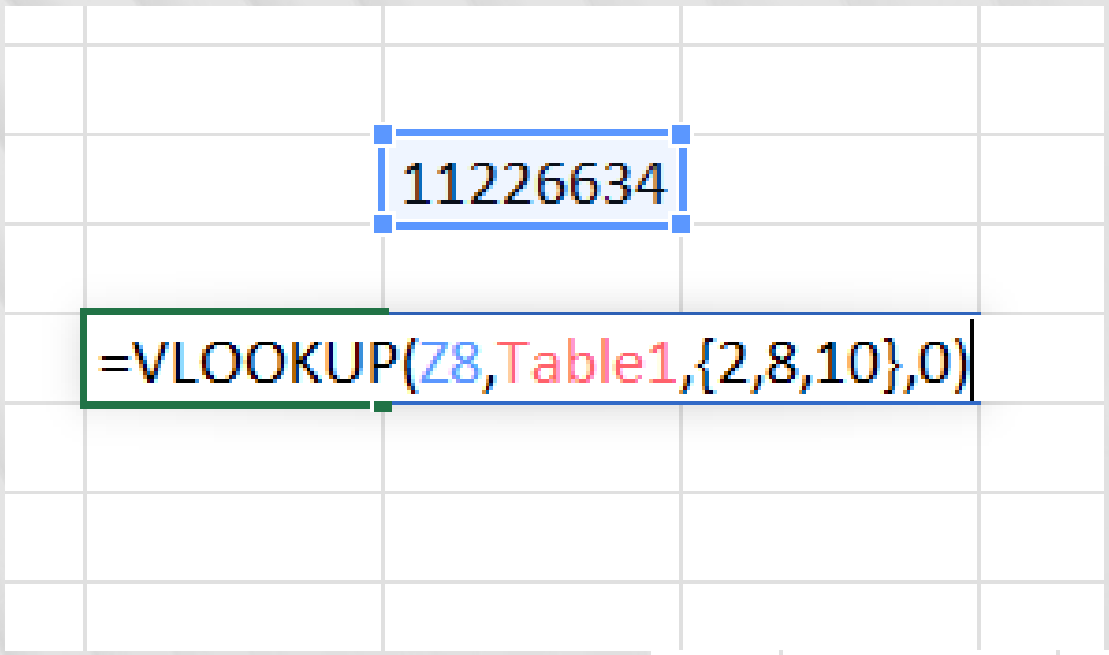
iscour	Columr
45%	=IF([@[Discount %]]>0.5,"High discount","Low discount")
55%	High discount
55%	High discount
31%	Low discount
35%	Low discount

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

Kalpita Hazra

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		
	Brand	**Price**	**Ratings**	
	Maniac	1199	3.9	

Kalpita Hazra

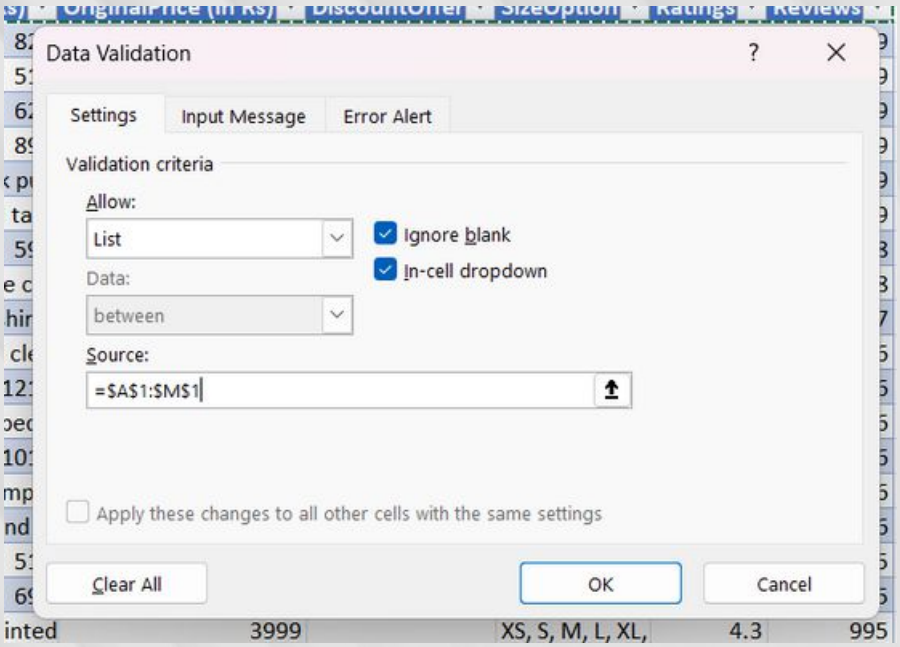
2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.

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

INDEX AND MATCH	**6744434**	
899.4		

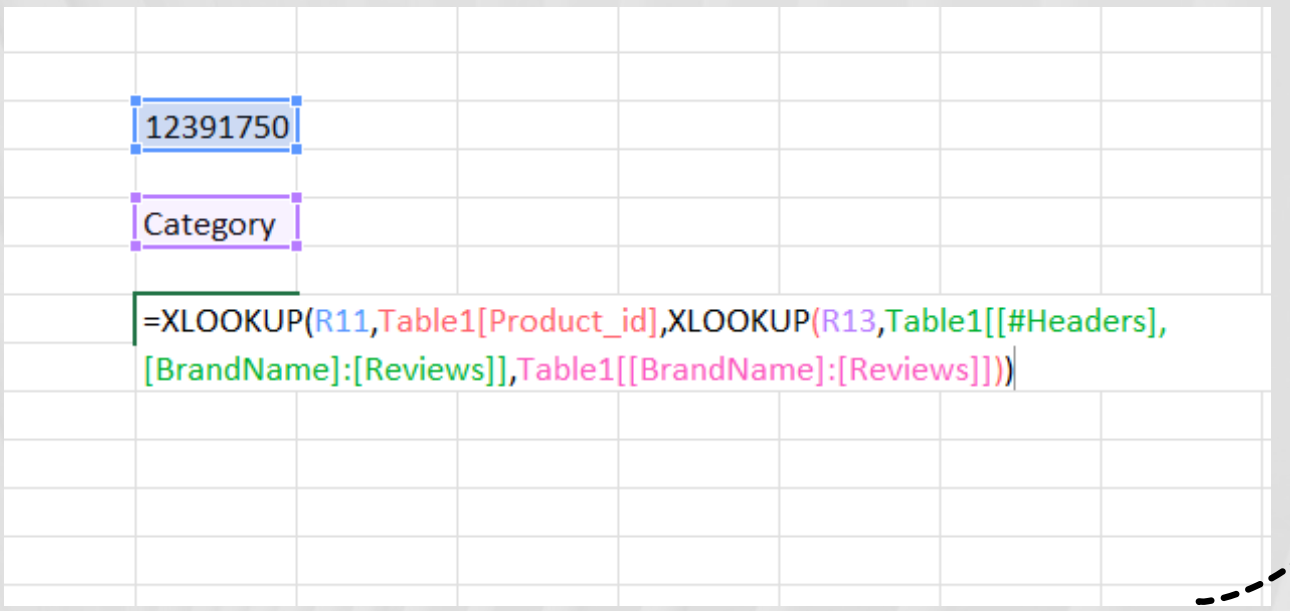
Kalpita Hazra

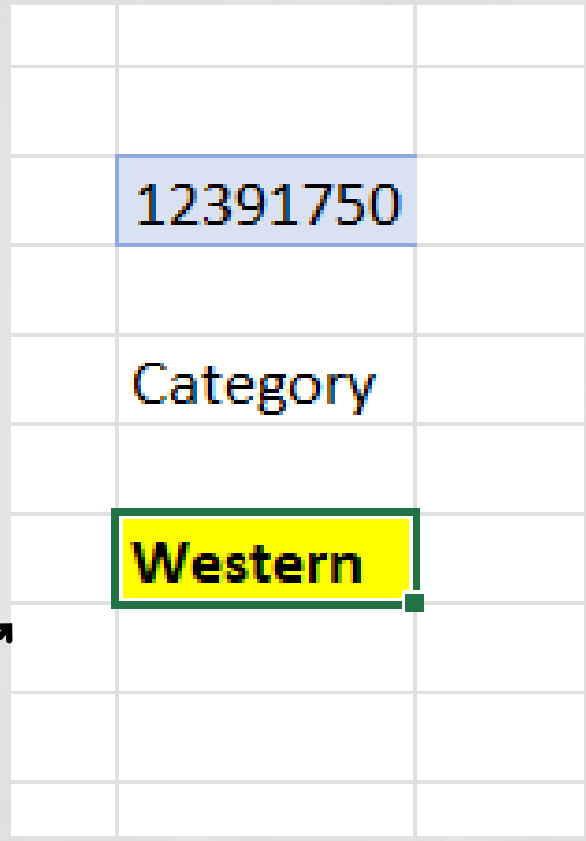
3. Utilize nested xlookup to find any column's detail of a product with it's product id.



Created List using **Data Validation** techniques.

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





Kalpita Hazra

Thank You

Kalpita Hazra