Analysis of Myntra Apparel

PRESENTED BY-MD.SUHAIL ALAM

WWW.MYNTRA ONLINE SHOPPING.COM

Introduction

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country.
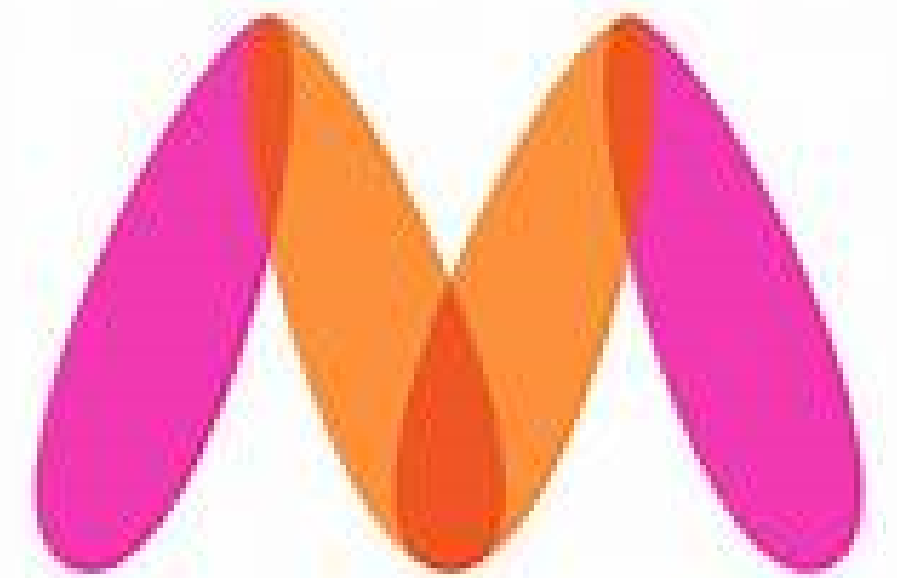
Problems
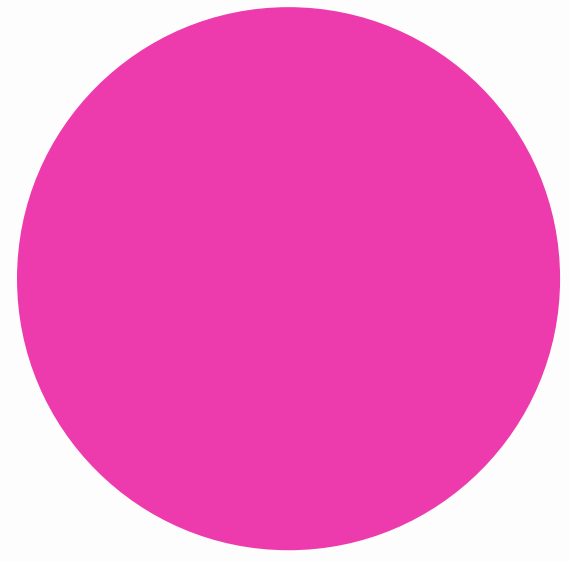
Project Questions

A. Data cleaning and preparation

1. 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.

DATA CLEANING AND PREPARATION

Solution

A.Data cleaning and preparation

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

Ans-No Duplicate Data found

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

Ans-Standardized discount offer into Rupees column entirely by using formula =IF(ISNUMBER([@DiscountOffer3]),[@DiscountOffer3],IF(ISBLANK([@DiscountOffer2])," ", [@DiscountOffer2]*[@[OriginalPrice (in Rs)]]))

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

Ans-Discount price filled with category average =IF([@[Discount Amount(in Rs)]]="",AVERAGEIFS([Discount Amount(in Rs)],[Category],[@Category]), [@[Discount Amount(in Rs)]])

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

Ans-There are no null values in the size option.

Check for duplicate values in dataset & remove them

Select the dataset.go to Data > Remove Duplicates.and choose product id.

www.myntra.com/jeans/roadster/roadster-men-navy-blue-slim-fit-mid-rise-clean-look-jeans/2296012/buy

	Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer
	Bottom Wea	jeans	Men	roadster men r	824	1499	45% OFF
	Bottom Wea	track-pants	Men	locomotive me	517	1149	55% OFF
	Topwear	shirts	Men	roadster men r	629	1399	55% OFF
	Lingerie & Sl	shapewear			893	1295	31% OFF
	Western	tshirts		k pure		599	35% OFF
u	Western	tops		d tank		599	40% OFF
	Bottom Wea	trousers			599	1499	60% OFF
	Western	tops		re cot		1395	58% OFF
	Western	tshirts		shirts		1098	
	Bottom Wea	jeans				2749	
t f	Sports Wear	tights			1214	2699	55% OFF
	Topwear	tshirts		iped p		699	
	Indian Wear	kurta-sets			1019	3399	70% OFF
	Western	jumpsuit		mpsu		2499	50% OFF
	Western	tshirts		und ne		799	60% OFF
	Topwear	shirts			516	1099	53% OFF
	Indian Wear	kurtas			696	1699	59% OFF
	Plus Size	kurta-sets	Women	sangria women green off white printed		3999	
	Western	trousers	Women	tokyo talkies women olive green regular		2149	61% OFF
	Western	tshirts	Women	dressberry women lovely olive typograp		999	75% OFF
	Western	tshirts	Women	roadster women pack of 2 printed cotto		1298	
	Indian Wear	kurtas	Women	anouk women	719	1599	55% OFF
	Lingerie & Sl	bra	Women	enamor black non wired removable pad		849	
	Western	shirts	Women	all about you women mauve stretchable		1499	50% OFF
	Western	tops	Women	kassually blue floral cinched waist top v		1299	62% OFF

Remove Duplicates dialog

Remove Duplicates   ?   ✕

To delete duplicate values, select one or more columns that contain duplicates.

[▤ Select All]   [▤ Unselect All]   ☑ My data has headers

Columns
- ☐ URL
- ☑ Product_id
- ☐ BrandName
- ☐ Category
- ☐ Individual_category

[OK]   [Cancel]

Right table

_id	BrandName	Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer	SizeOption
96012	Roadster	Bottom Wea		Men	roadster men r		824	1499	45% OFF	28, 30, 32, 34
80156	LOCOMOTIVE	Bottom Wea	track-pants	Men	locomotive me		517	1149	55% OFF	S, M, L, XL
95958	Roadster	Topwear	shirts	Men	roadster men r		629	1399	55% OFF	38, 40, 42, 44
35679	Zivame	Lingerie & Sl	shapewear	Women	zivame women		893	1295	31% OFF	S, M, L, XL, XX
90882	Roadster	Western	tshirts	Women	roadster women white solid v neck pure			599	35% OFF	XS, S, M, L, XL
90950	Mast & Harbou	Western	tops	Women	mast h			599	40% OFF	XS, S, M, L, XL
44434	HIGHLANDER	Bottom Wea	trousers	Men	highlan		599	1499	60% OFF	30, 32, 34, 36
39415	Mayra	Western	tops	Women	mayra			1395	58% OFF	S, M, L, XL
81394	Roadster	Western	tshirts	Women	roadste			1098		XS, S, M, L, XL
59257	HERE&NOW	Bottom Wea	jeans	Men	hereno			2749		28, 30, 32, 34
95793	HRX by Hrithik F	Sports Wear	tights	Men	hrx by			2699	55% OFF	S, M, L, XL, XX
07375	Roadster	Topwear	tshirts	Men	roadster men navy blue white striped p			699		XS, S, M, L, XL
73874	Anubhutee	Indian Wear	kurta-sets	Women	anubhutee wo		1019	3399	70% OFF	XS, S, M, L, XX
34538	Athena	Western	jumpsuit	Women	athena women black solid basic jumpsu			2499	50% OFF	XS, S, M, L, XL
12181	Roadster	Western	tshirts	Women	roadster women maroon solid round ne			799	60% OFF	XS, S, M, L, XL
42386	HIGHLANDER	Topwear	shirts	Men	highlander mer		516	1099	53% OFF	39, 40, 42, 44
73520	Vishudh	Indian Wear	kurtas	Women	vishudh wome		696	1699	59% OFF	XS, S, M, L, XL
61392	Sangria	Plus Size	kurta-sets	Women	sangria women green off white printed			3999		XS, S, M, L, XL
91750	Tokyo Talkies	Western	trousers	Women	tokyo talkies women olive green regular			2149	61% OFF	28, 30, 32, 34
22986	DressBerry	Western	tshirts	Women	dressberry women lovely olive typograp			999	75% OFF	XS, S, M, L, XL
85142	Roadster	Western	tshirts	Women	roadster women pack of 2 printed cotto			1298		XS, S, M, L, XL
53330	Anouk	Indian Wear	kurtas	Women	anouk women		719	1599	55% OFF	XS, S, M, L, XL
64573	Enamor	Lingerie & Sl	bra	Women	enamor black non wired removable pad			849		S, M, L, XL
05276	all about you	Western	shirts	Women	all about you women mauve stretchabl			1499	50% OFF	XS, S, M, L, XL
35928	KASSUALLY	Western	tops	Women	kassually blue floral cinched waist top v			1299	62% OFF	XS, S, M, L, XL

Microsoft Excel   ✕

ⓘ No duplicate values found.

[OK]
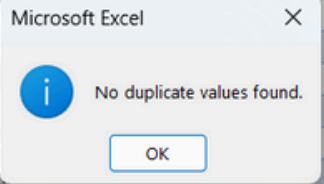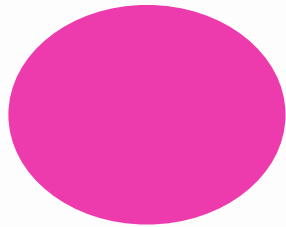
Standardize "DiscountOffer" column to uniform format

Formula bar: `=IF(ISNUMBER([@DiscountOffer3]),[@DiscountOffer3],IF(ISBLANK([@DiscountOffer2])," ",[@DiscountOffer2]*[@[OriginalPrice (in Rs)]]))`

escription	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews	Discour	Discour	Discount Amount
adster men r	824	1499	45% OFF	28, 30, 32, 34,	3.9	999	45%	OFF	674.55
comotive me	517	1149	55% OFF	S, M, L, XL	4	999	55%	OFF	631.95
adster men r	629	1399	55% OFF	38, 40, 42, 44,	4.3	999	55%	OFF	769.45
vame women	893	1295	31% OFF	S, M, L, XL, XXL	4.2	999	31%	OFF	401.45
adster women white solid v neck pure		599	35% OFF	XS, S, M, L, XL	4.2	999	35%	OFF	209.65
ast harbour women yellow solid tank		599	40% OFF	XS, S, M, L, XL	4.4	999	40%	OFF	239.6
ghlander mer	599	1499	60% OFF	30, 32, 34, 36	3.9	998	60%	OFF	899.4
ayra pink embroidered a line pure cot		1395	58% OFF	S, M, L, XL	3.7	998	58%	OFF	809.1
adster women pack of 2 solid t shirts		1098		XS, S, M, L, XL	4.3	997			
erenow men blue slim fit mid rise clea		2749		28, 30, 32, 34,	3.5	996			
x by hrithik ro	1214	2699	55% OFF	S, M, L, XL, XXL	4.4	996	55%	OFF	1484.45
adster men navy blue white striped p		699		XS, S, M, L, XL,	4.1	996			
nubhutee wo	1019	3399	70% OFF	S, M, L, XL, XXL	4.2	996	70%	OFF	2379.3
hena women black solid basic jumpsu		2499	50% OFF	XS, S, M, L, XL	4.3	996	50%	OFF	1249.5
adster women maroon solid round ne		799	60% OFF	XS, S, M, L, XL	4	996	60%	OFF	479.4
ghlander mer	516	1099	53% OFF	39, 40, 42, 44	4.2	995	53%	OFF	582.47
shudh wome	696	1699	59% OFF	S, M, L, XL, XXL	4.2	995	59%	OFF	1002.41
ngria women green off white printed		3999		XS, S, M, L, XL,	4.3	995			
kyo talkies women olive green regula		2149	61% OFF	28, 30, 32, 34	4.1	995	61%	OFF	1310.89
essberry women lovely olive typograp		999	75% OFF	XS, S, M, L, XL	4.3	995	75%	OFF	749.25
adster women pack of 2 printed cott		1298		XS, S, M, L, XL	4.4	994			
nouk women	719	1599	55% OFF	XS, S, M, L, XL,	3.8	993	55%	OFF	879.45
amor black non wired removable pad		849		S, M, L, XL	4.2	993			
l about you women mauve stretchabl		1499	50% OFF	XS, S, M, L, XL	4.2	993	50%	OFF	749.5
ssually blue floral cinched waist top v		1299	62% OFF	XS, S, M, L, XL,	4.3	992	62%	OFF	805.38

=IF(ISNUMBER([@DiscountOffer3]),[@DiscountOffer3],IF(ISBLANK([@DiscountOffer2])," ",[@DiscountOffer2]*[@[OriginalPrice (in Rs)]]))

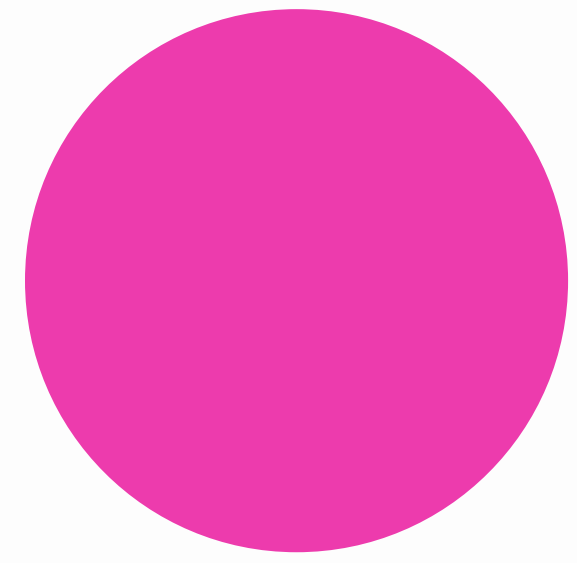=IF([@[Discount Amount]]="", AVERAGEIFS(H:H, C:C, [@Category]), [@[Discount Amount]])

✓ *fx* | =IF([@[Discount Amount]]="", AVERAGEIFS(H:H, C:C, [@Category]), [@[Discount Amount]])

category_by_Gender	Description	OriginalPrice (in Rs)	Discount Amo	Actual Price(a	Discount Amo	SizeOption	Ra
Men	roadster men navy blue slim fit mid rise clean look jeans	1499	674.55	Amount]])	824.45	28, 30, 32, 34,	
Men	locomotive men black white solid slim fit track pants	1149	631.95	631.95	517.05	S, M, L, XL	
Men	roadster men navy white black geometric printed sustainable casual shirt	1399	769.45	769.45	629.55	38, 40, 42, 44,	
Women	zivame women black saree shapewear zi3023core0nude	1295	401.45	401.45	893.55	S, M, L, XL, XXL	
Women	roadster women white solid v neck pure cotton t shirt	599	209.65	209.65	389.35	XS, S, M, L, XL	
Women	mast harbour women yellow solid tank top	599	239.6	239.6	359.4	XS, S, M, L, XL	
Men	highlander men olive green slim fit solid regular trousers	1499	899.4	899.4	599.6	30, 32, 34, 36	
Women	mayra pink embroidered a line pure cotton top	1395	809.1	809.1	585.9	S, M, L, XL	
Women	roadster women pack of 2 solid t shirts	1098		814.713123	283.286877	XS, S, M, L, XL	

=[@[OriginalPrice (in Rs)]]-[@[Discount Amount]]

track-pants	Men	locomotive men black white solid slim fit track pants	1149	631.95	517.05	S, M, L, XL	4	999
shirts	Men	roadster men navy white black geometric printed sustainable casual shirt	1399	769.45	629.55	38, 40, 42, 44,	4.3	999
shapewear	Women	zivame women black saree shapewear zi3023core0nude	1295	401.45	893.55	S, M, L, XL, XXL	4.2	999
tshirts	Women	roadster women white solid v neck pure cotton t shirt	599	209.65	389.35	XS, S, M, L, XL	4.2	999
tops	Women	mast harbour women yellow solid tank top	599	239.6	359.4	XS, S, M, L, XL	4.4	999
trousers	Men	highlander men olive green slim fit solid regular trousers	1499	899.4	599.6	30, 32, 34, 36	3.9	998
tops	Women	mayra pink embroidered a line pure cotton top	1395	809.1	585.9	S, M, L, XL	3.7	998
tshirts	Women	roadster women pack of 2 solid t shirts	1098	814.713123	283.286877	XS, S, M, L, XL	4.3	997
jeans	Men	herenow men blue slim fit mid rise clean look ankle length stretchable jeans	2749	1021.482471	1727.517529	28, 30, 32, 34,	3.5	996
tights	Men	hrx by hrithik roshan men rapid dry training tights	2699	1484.45	1214.55	S, M, L, XL, XXL	4.4	996
tshirts	Men	roadster men navy blue white striped polo collar pure cotton t shirt	699	734.4388	-35.4388	XS, S, M, L, XL,	4.1	996

DATA ANALYSIS

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

=ROUND(AVERAGEIF(TABLE1[RATINGS],">4",TABLE1[ORIGINALPRICE (IN RS)]),2)

=ROUND(AVERAGEIF(Table1[Ratings],">4",Table1[OriginalPrice (in Rs)]),2)

	OriginalPrice (in Rs)	Discount Price	Actual Price	SizeOption	Ratings	Reviews	Discount (in %)		O	P
fit mid rise clean look jeans	1499	674.55	824.45	28, 30, 32, 34,	3.9	999	45.00%		543	
e solid slim fit track pants	1149	631.95	517.05	S, M, L, XL	4	999	55.00%			
ack geometric printed sustainable casual shirt	1399	769.45	629.55	38, 40, 42, 44,	4.3	999	55.00%			Average of original price Rating >4
shapewear zi3023core0nude	1295	401.45	893.55	S, M, L, XL, XXL	4.2	999	31.00%			=ROUND(AVERAGEIF(Table1[Ratings],
v neck pure cotton t shirt	599	209.65	389.35	XS, S, M, L, XL	4.2	999	35.00%			">4",Table1[OriginalPrice (in Rs)]),2)
w solid tank top	599	239.6	359.4	XS, S, M, L, XL	4.4	999	40.00%			ROUND(number, num_digits)
slim fit solid regular trousers	1499	899.4	599.6	30, 32, 34, 36	3.9	998	60.00%			
ne pure cotton top	1395	809.1	585.9	S, M, L, XL	3.7	998	58.00%			

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

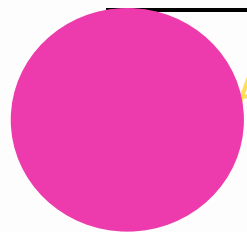=COUNTIF(TABLE3[DISCOUNT (IN %)],">50%")

zeOption	Ratings	Reviews	Discount (in %)			
3, 30, 32, 34,	3.9	999	45.00%		=COUNTIF(Table3[Discount (in %)],">50%")	
M, L, XL	4	999	55.00%			
3, 40, 42, 44,	4.3	999	55.00%			
M, L, XL, XXL	4.2	999	31.00%			
5, S, M, L, XL	4.2	999	35.00%			
5, S, M, L, XL	4.4	999	40.00%			
0, 32, 34, 36	3.9	998	60.00%			
M, L, XL	3.7	998	58.00%			

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

=COUNTIF(J:J,"*M*")

	Actual Price	SizeOption	Ratings	Reviews	Discount (in %)	Column1	O	P
=COUNTIF(J:J,"*M*")								
	824.45	28, 30, 32, 34,	3.9	999	45.00%	Low Discount	543	
	517.05	S, M, L, XL	4	999	55.00%	High Discount		count M size
	629.55	38, 40, 42, 44,	4.3	999	55.00%	High Discount		=COUNTIF(J:J,"*M*")
	893.55	S, M, L, XL, XXL	4.2	999	31.00%	Low Discount		COUNTIF(range, criteria)
	389.35	XS, S, M, L, XL	4.2	999	35.00%	Low Discount		
	359.4	XS, S, M, L, XL	4.4	999	40.00%	Low Discount		
	599.6	30, 32, 34, 36	3.9	998	60.00%	High Discount		
	585.9	S, M, L, XL	3.7	998	58.00%	High Discount		
	283.286877	XS, S, M, L, XL	4.3	997	74.20%	High Discount		
	1727.517529	28, 30, 32, 34,	3.5	996	37.16%	Low Discount		
	1214.55	S, M, L, XL, XXL	4.4	996	55.00%	High Discount		

=IF([@[DISCOUNT (IN %)]]>50%,"HIGH DISCOUNT","LOW DISCOUNT")

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

nt Price	Actual Price	SizeOption	Ratings	Reviews	Discount (in %)	Column1	O	P
631.95	517.05	S, M, L, XL	4	999	55.00%	=IF([@[Discount (in %)]]>50%,"High Discount","Low Discount")		
401.45	893.55	S, M, L, XL, XXL	4.2	999	31.00%	L IF(**logical_test**, [value_if_true], [value_if_false])		1586.46
209.65	389.35	XS, S, M, L, XL	4.2	999	35.00%	Low Discount		
239.6	359.4	XS, S, M, L, XL	4.4	999	40.00%	Low Discount		
809.1	585.9	S, M, L, XL	3.7	998	58.00%	High Discount		
l4.713123	283.286877	XS, S, M, L, XL	4.3	997	74.20%	High Discount		
1484.45	1214.55	S, M, L, XL, XXL	4.4	996	55.00%	High Discount		
734.4388	-35.4388	XS, S, M, L, XL,	4.1	996	105.07%	High Discount		
2379.3	1019.7	S, M, L, XL, XXL	4.2	996	70.00%	High Discount		
1249 5	1249 5	XS S M I YL	4 3	996	50 00%	Low Discount		

Data Retrieval and Lookup

Brand

=VLOOKUP(Q1,A:B,2,FALSE)

Price

=VLOOKUP(Q1,A:G,7,FALSE)

Rating

=VLOOKUP(Q1,A:K,11,FALSE)

FIND THE "DISCOUNTPRICE" FOR THE PRODUCT WITH THE PRODUCT ID "6744434" USING THE INDEX AND MATCH FUNCTIONS.

K	L	M	N	O	P	Q	R
4.1	995	61.00%	High Discount				
4.3	995	75.00%	High Discount				
4.4	994	62.77%	High Discount				
3.8	993	55.00%	High Discount				
4.2	993	55.50%	High Discount			Index Match for Product_id "6744434"	
4.2	993	50.00%	Low Discount			=INDEX(H:H,MATCH(6744434,A:A,0))	
4.3	992	62.00%	High Discount			MATCH(**lookup_value**, lookup_	
4.2	991	57.00%	High Discount				
4.1	991	70.00%	High Discount				
4	991	61.00%	High Discount				

Product_id
Product_id
BrandName
Category
Individual_category
category_by_Gender
Description
OriginalPrice (in Rs)
Discount Price

Product_id
11895958

=XLOOKUP(P3,Table1[Product_id],Table1[Description],P3,0)

XLOOKUP(lookup_value, lookup_array, return_array, [if_not_found], [match_mode

Product_id
11895958
roadster men navy white black geometric printed sustainable casual shirt

TRY MYNTRA. YOU'LL LOVE IT.

Thank You

https://www.linkedin.com/in/mdsuhail13/
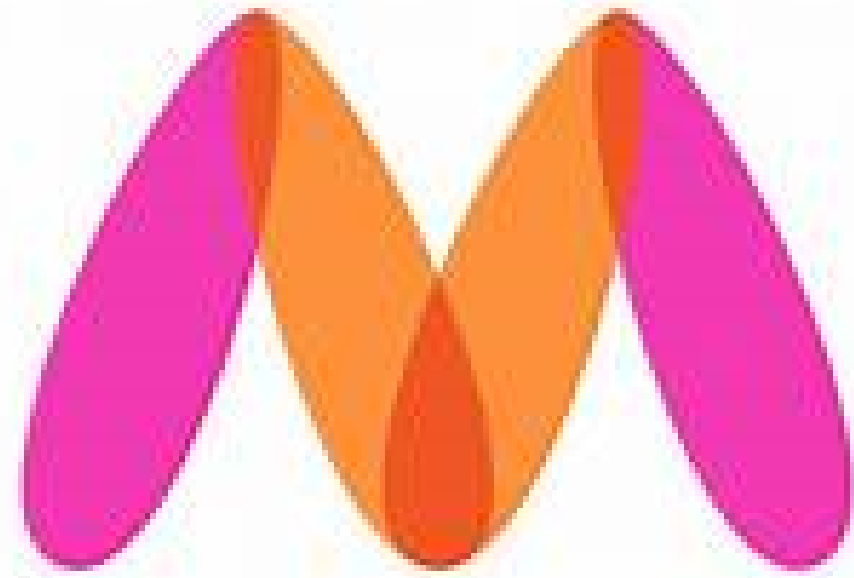
suhailhasmi13@gmail.com