Myntra

FASHION APPAREL ANALYSIS

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Introduction

In the fast-paced world of online fashion retail, understanding customer preferences, pricing strategies, and product performance is crucial for staying ahead of the competition. Myntra, a leading fashion e-commerce platform in India, offers a wide range of apparel catering to diverse demographics and tastes. With the increasing reliance on data to drive decisions, analyzing product-related metrics such as price, discount percentage, customer ratings, and available sizes becomes essential. This project focuses on exploring and analyzing apparel data from Myntra to uncover key insights that can support strategic decisions in product assortment, pricing, and marketing.

Problem Statement

You are working at Myntra, a leading online fashion retailer. The management has asked you to analyze a dataset of various apparel items to gain insights into pricing, discounts, ratings, and available sizes.

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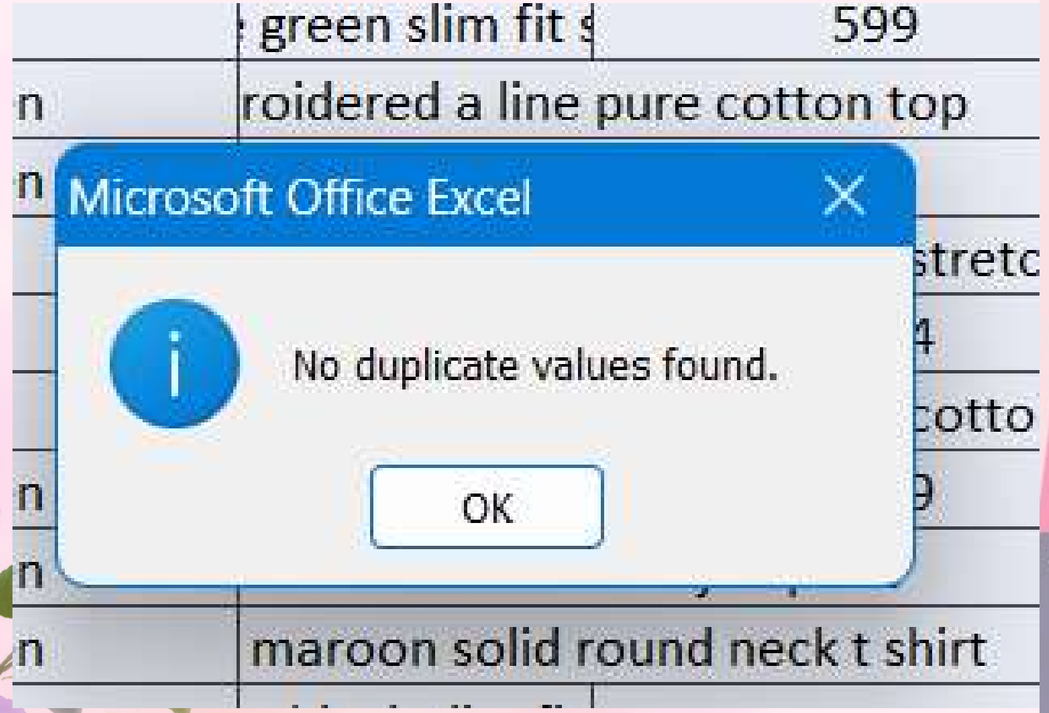
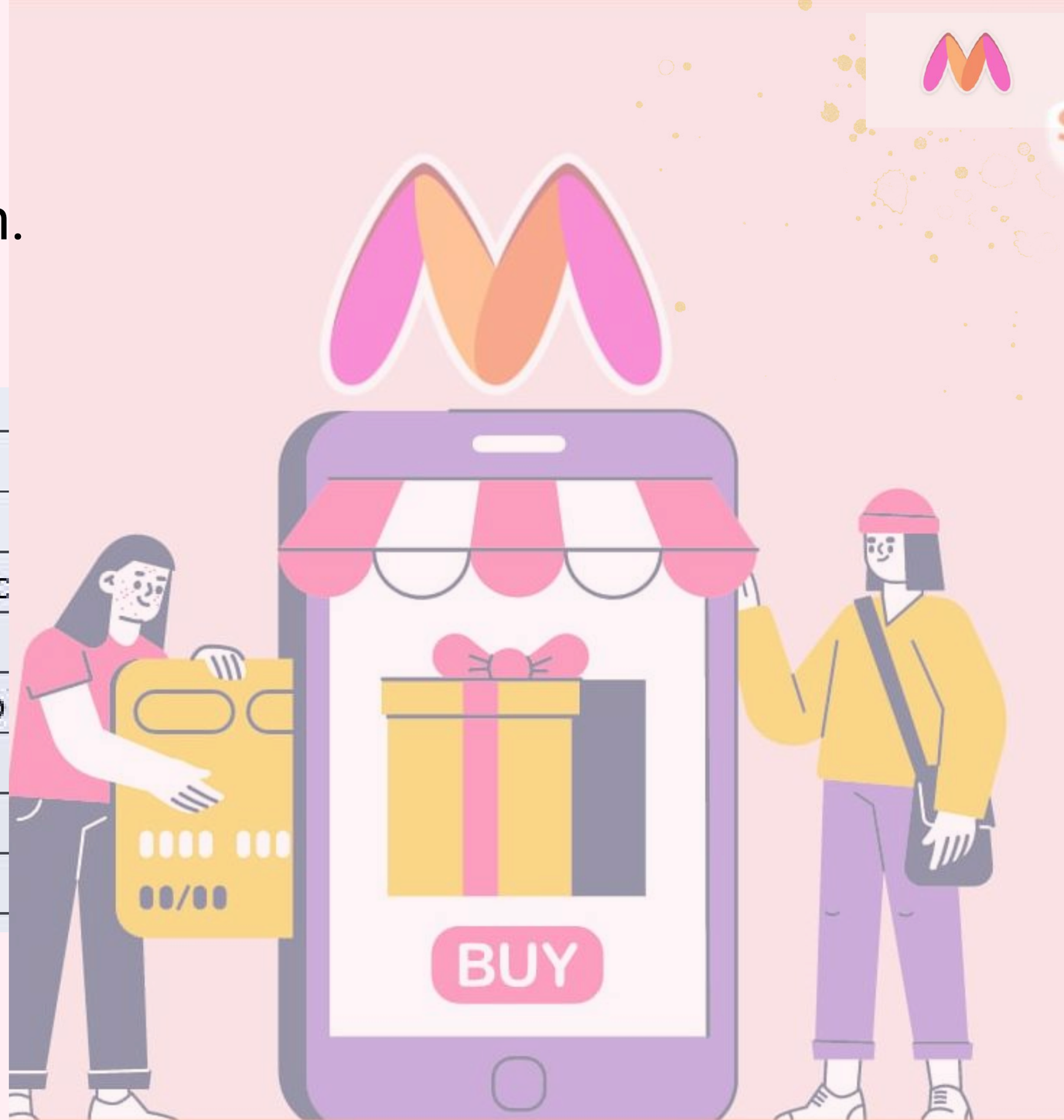
CASE

STUDY

Data Cleaning and Preparation

Check for duplicate values in your dataset and remove them.





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

DiscountPrice (in Rs)
824
=(Table2[[#This Row],[OriginalPrice (in Rs)]]-R3)

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

Q
DiscountOffer
45
=IF(P3="",AVERAGEIFS(P:P,D:D,Table2[[#This Row],[Category]]),P3)

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COUPONS

Data Analysis

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

There is no null value

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

```
=AVERAGEIFS(Table2[OriginalPrice (in Rs)],Table2[Ratings],">4")
```

1653.693947

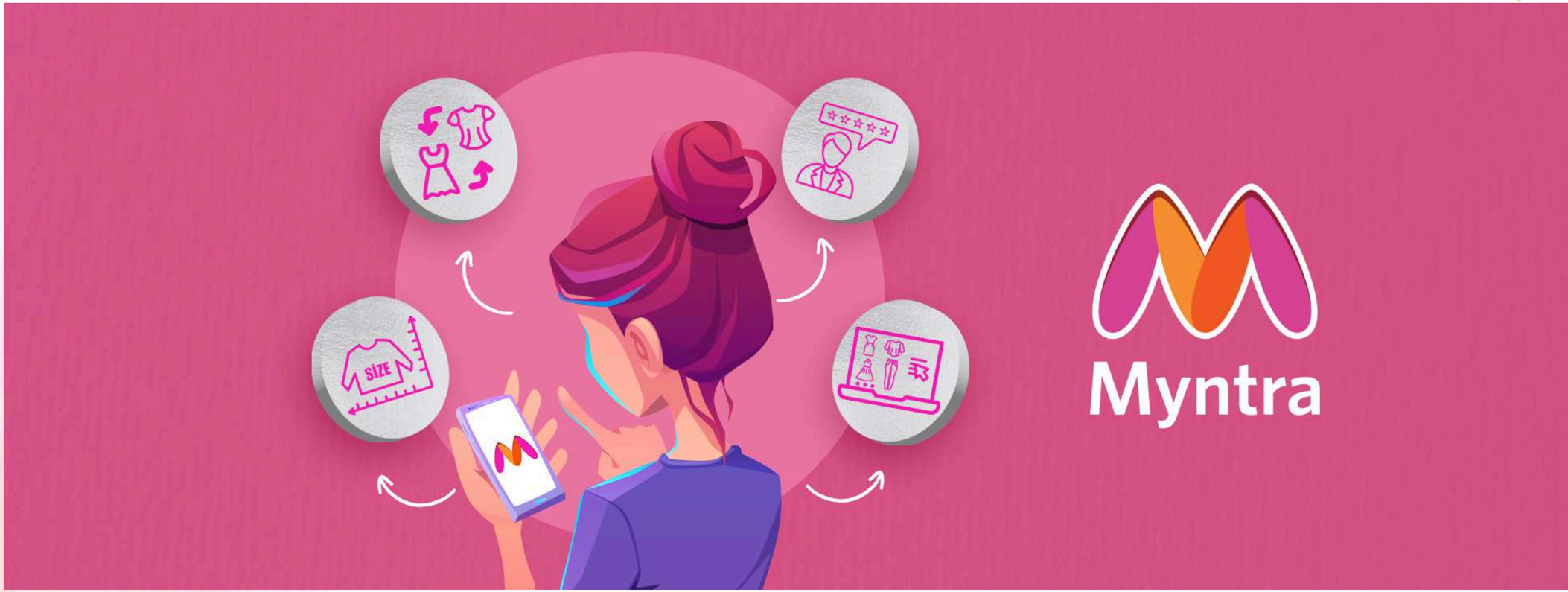
Count the number of products with a discount offer greater than 50% OFF.

```
=COUNTIF(Q:Q,">50")
```

6109

S, M, L, XL, XXL
XS, S, M, L, XL
XS, S, M, L, XL
S, M, L, XL
XS, S, M, L, XL
S, M, L, XL, XXL
M, L, XL, XXL, 3XL
S, M, L, XL, XXL
XS, S, M, L, XL
XS, S, M, L, XL
S, M, L, XL, XXL
S, M, L, XL, XXL, 3
XS, S, M, L, XL
XS, S, M, L, XL
S, S, M, L, XL, XXL
S, M, L, XL
XS, S, M, L, XL
S, S, M, L, XL, XXL
S, M, L, XL
S, M, L, XL, XXL, 3
L, M, S, XS, XL
S, M, L, XL, XXL
S, M, L, XL, XXL
XS, S, M, L, XL

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



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."

T
HIGH DISCOUNT/LOW DISCOUNT

```
=IF(Q3>50,"HIGH DISCOUNT","LOW DISCOUNT")
```

Data Retrieval and Lookup

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

11226634

Maniac

Samantha Akkineni

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

6744434	
INDEX	MATCH
599.6	

Total no of Data - 10009

Conclusion

The analysis of Myntra's apparel data reveals several important insights into pricing strategies, customer preferences, and product offerings. It was observed that while discounts positively impact product appeal, excessively high discounts might correlate with lower-rated products, possibly indicating clearance or outdated items. Popular sizes like M and L are more frequently available, while extremes like XS or XXL are less stocked. Customer ratings are generally higher for mid-range priced products with reasonable discounts, suggesting a sweet spot for pricing strategy. These findings can help Myntra refine its product assortment, tailor marketing strategies, and implement more effective pricing models to enhance customer experience and increase sales.

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Thank You

For Your Attention

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