

# Deep Dive: Myntra Fashion Data Analysis

Transforming Raw Data into Actionable E-commerce Strategies with Excel Expertiselayout

Presentation By;  
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# Project Overview

## Objective

Analyze Myntra fashion data using Excel to extract business insights.

## Focus

Customer preferences, pricing, ratings, and product availability.

## Impact

Simulates real-world e-commerce analysis for decision-making.



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# Key Project Objectives

## Analyze Myntra Data

Using Excel for fashion product insights.



## Identify Top Products

Focus on top-rated and most affordable items.



## Discount Patterns

Understand trends across various categories.

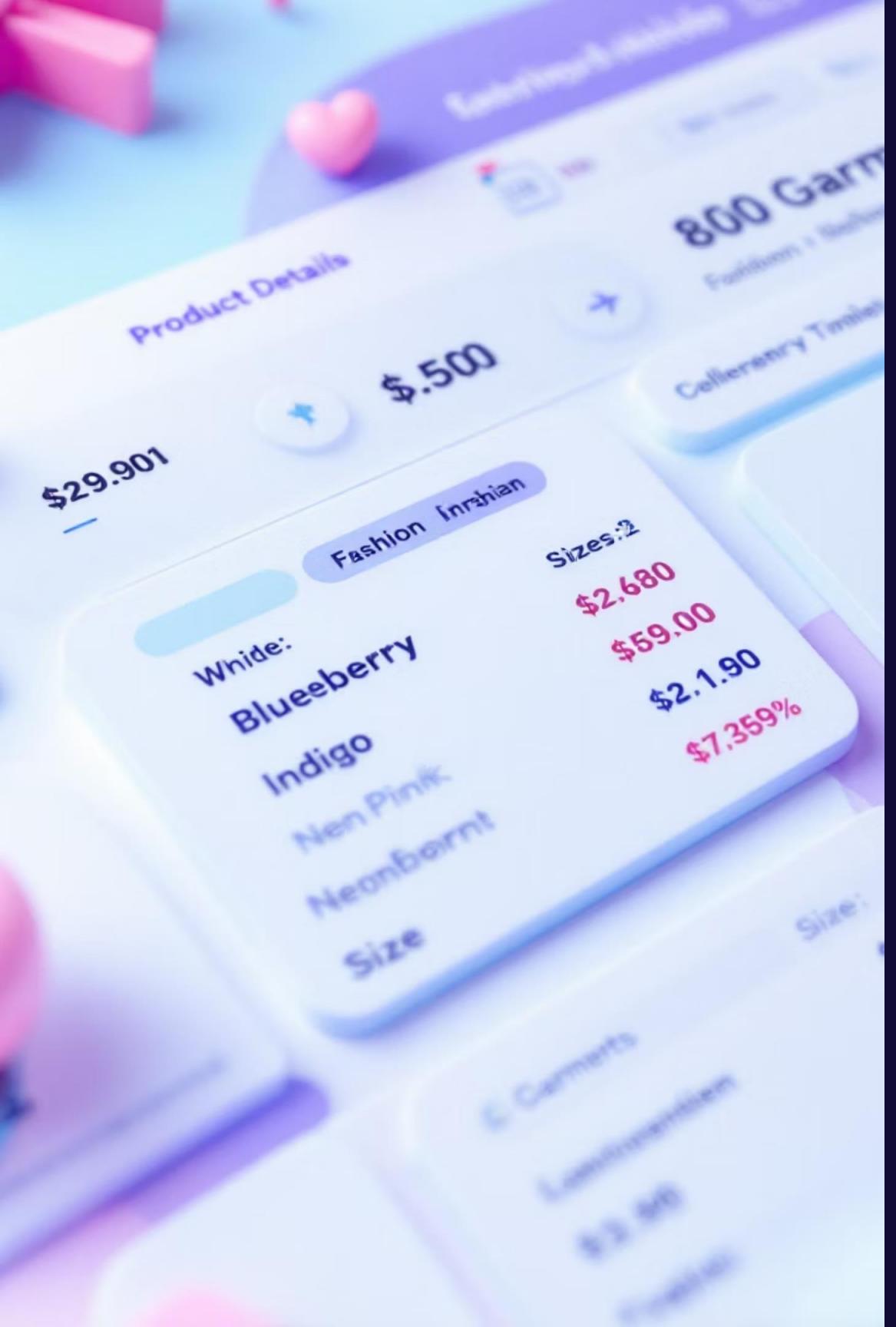
## Product Availability

Based on size and customer ratings.



## Excel Skill Development

Enhance skills for Data Analyst roles.



## Dataset Description

- Product ID
- Brand Name
- Category
- Original Price
- Discounted Price
- Discount Percentage
- Size Availability
- Rating (out of 5)
- Product Availability

# Tools & Technologies



## Microsoft Excel

Primary tool for analysis.



## XLOOKUP & INDEX/MATCH

For data retrieval.



## IFS, AVERAGEIF, COUNTIF, UNIQUE...etc.

For Calculation purpose.

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# Key Analysis Performed

1

## Price Calculation

Average original and discounted prices.

2

## High-Rated Products

Identified products with ratings  $> 4$ .

3

## Size Availability

Counted products by size (M, L, etc.).

4

## Discount Trends

Analyzed across brands and categories.

5

## Product Details Retrieval

Using XLOOKUP and INDEX-MATCH.

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# Insights & Findings

1

2

3

## Rating vs. Price

Highly rated products often in moderate price range.

## Brand Discounts

Certain brands offer higher discounts for sales.

## Size Availability

Medium (M) size products have maximum availability.

4

5

## Discount & Sales

Higher discounts generally lead to better sales appeal.

## Rating Influence

Ratings significantly impact product visibility and preference.

# Performance of Project ( IN VIDEO FORMAT )



PLAY  
NOW

**TO WATCH VIDEO TAP ON BELOW LINK**

[https://drive.google.com/drive/folders/1VcTpaxIC-DIDYIc8WhQgymbGzhVORSmK?usp=drive\\_link](https://drive.google.com/drive/folders/1VcTpaxIC-DIDYIc8WhQgymbGzhVORSmK?usp=drive_link)

# Project Workflow: Data Optimization & Analysis

A comprehensive guide to cleaning, analyzing, and retrieving product data for actionable business insights.

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# Data Cleaning and Preparation

Before analysis can begin, we must ensure the dataset is accurate and standardized. These initial steps transform raw data into a reliable foundation for decision-making.



- ❑ **Objective:** To remove noise and fill gaps in the product dataset to prevent skewed results during the analysis phase.

# Ensuring Data Integrity

Standardization and deduplication are critical for maintaining a "single source of truth" for every product in the catalog.

## Remove Duplicates

Scan the dataset for repeated rows. Delete them to ensure each unique product appears exactly once.

## Standardize Discounts

Convert all values in the `DiscountOffer` column into a unified format, such as percentages, for easy comparison.

A decorative background on the left side of the slide features a white puzzle piece shape against a dark blue background. The background is filled with abstract, wavy, pastel-colored shapes in shades of blue, pink, and purple.

# Handling Missing Information

Missing values can stall automation. We use intelligent defaults and averages to maintain dataset continuity.



## Impute Discount Prices

Where price and offer are missing, fill `DiscountPrice` using the category's average discount price.



## Size Option Defaults

Replace empty values in the `SizeOption` column with the placeholder text "Not Available".

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# Questions & Answers

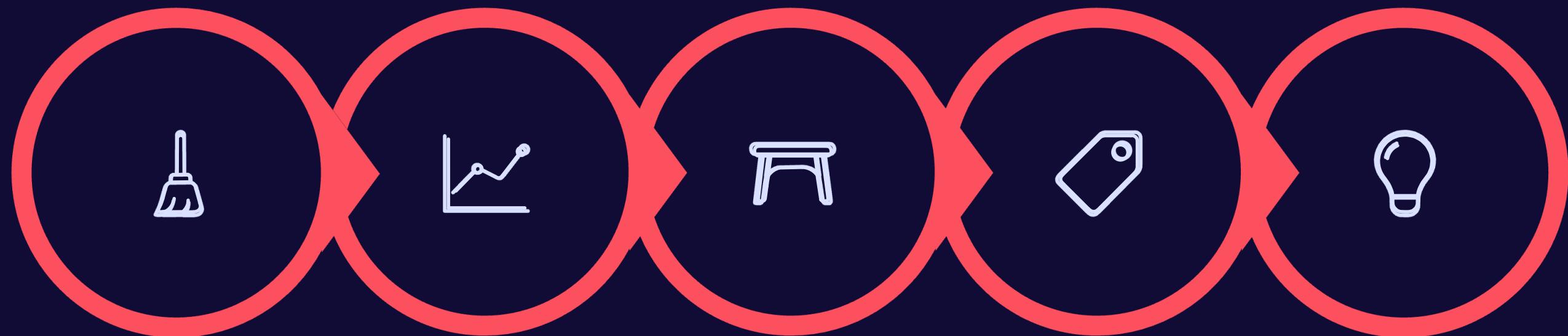
## Part A (Data Cleaning and Preparation)

1. Check for duplicate values in your dataset and remove them.  
= No Duplicate value found
2. Standardize the “Discount Offer” column to a single format, ensuring all value are Uniform.  
= To standardize the value we use functions like Ifs, replace the value in discount like OFF, Rs. , hurry\* also filter the rows as per our requirement.
3. Identify rows where both “Discount Price” and “Discount offer” are null and fill the “Discount Price” with the average discount price of respective category.  
= In this we apply function unique to categories and average of those categories from the discount table
4. Replace all null values in the “Size option” column with the text “Not Available”.  
= Their's no null value found

## PHASE B

# Data Analysis & Trends

With clean data, we can now uncover patterns regarding pricing, ratings, and inventory availability.



**Clean Data**

**Price Analysis**

**Volume  
Counting**

**Categorization**

**Insights**

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# Price and Rating Correlations

Understanding the relationship between high-quality products and their original market value.

> 4

## Star Rating Filter

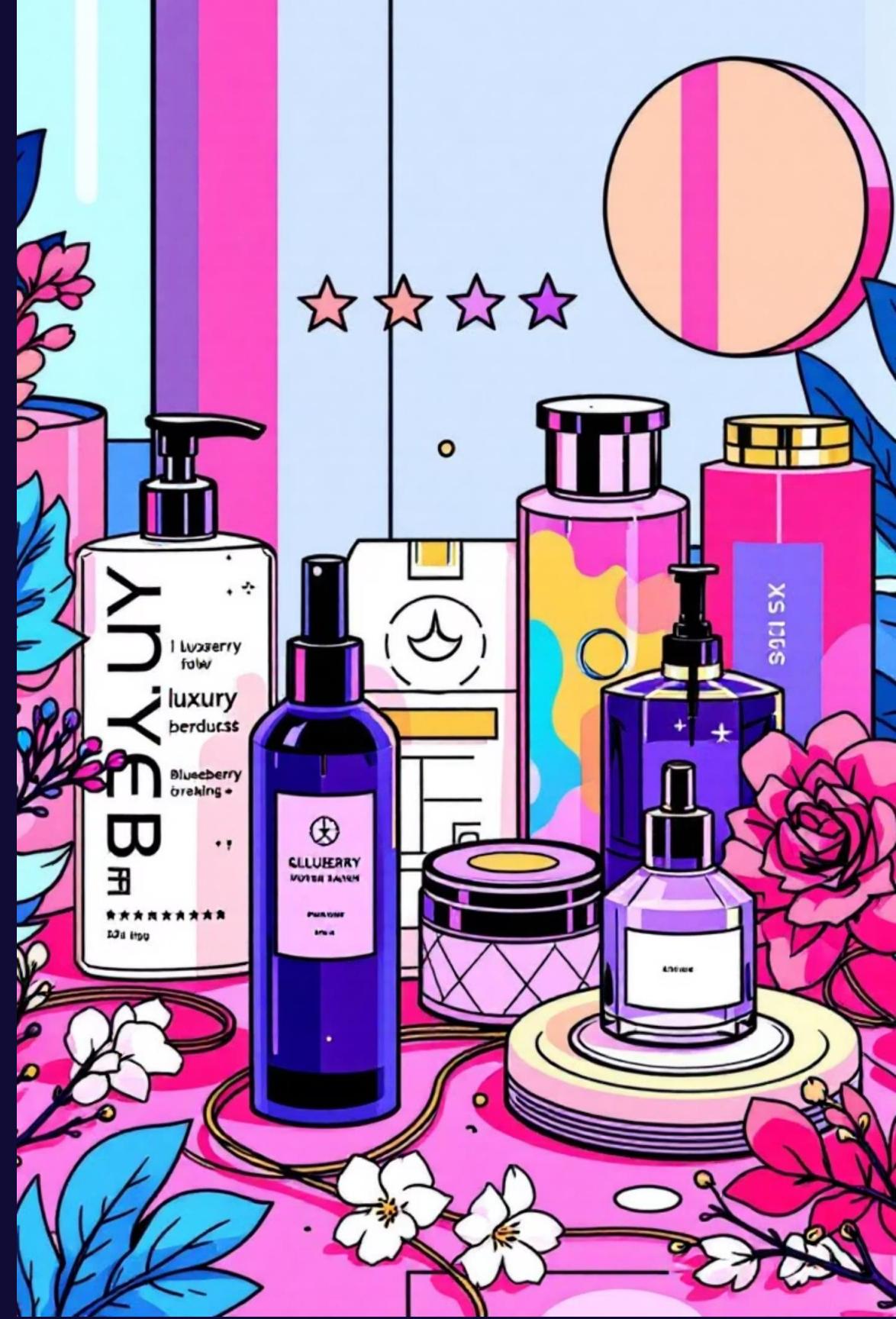
We calculate the average original price specifically for products with a rating greater than 4.

50%

## Discount Threshold

Identifying the volume of products that offer a discount greater than 50% of the original price.

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# Inventory & Classification

Segmenting products by size availability and discount intensity to assist marketing and stock management.

## Size "M" Availability

A dedicated count of all products currently available in size "M" to assess stock depth for the most common consumer size.

## Discount Type Labeling

A new logic-based column:

- **High Discount:**  $> 50\%$
- **Low Discount:**  $\leq 50\%$

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# Questions & Answers

## Part B ( Data Analysis )

1. Calculate the overall average original price for products with rating greater than 4.  
= The Average value is 1966.667473
2. Count the number of products with a discount offer greater than 50% OFF.  
= The Count value is 53228
3. Count the number of products available in size “M”.  
= The Count value is 308560
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”.  
= In this we apply function “IF” and create and separate column



## PHASE C

# Data Retrieval and Lookup

Utilizing advanced Excel functions to pull specific product details instantly using unique identifiers.

### VLOOKUP / XLOOKUP

Retrieve brand, price, and rating for ID 11226634.



### INDEX & MATCH

Locate the specific DiscountPrice for ID 6744434.

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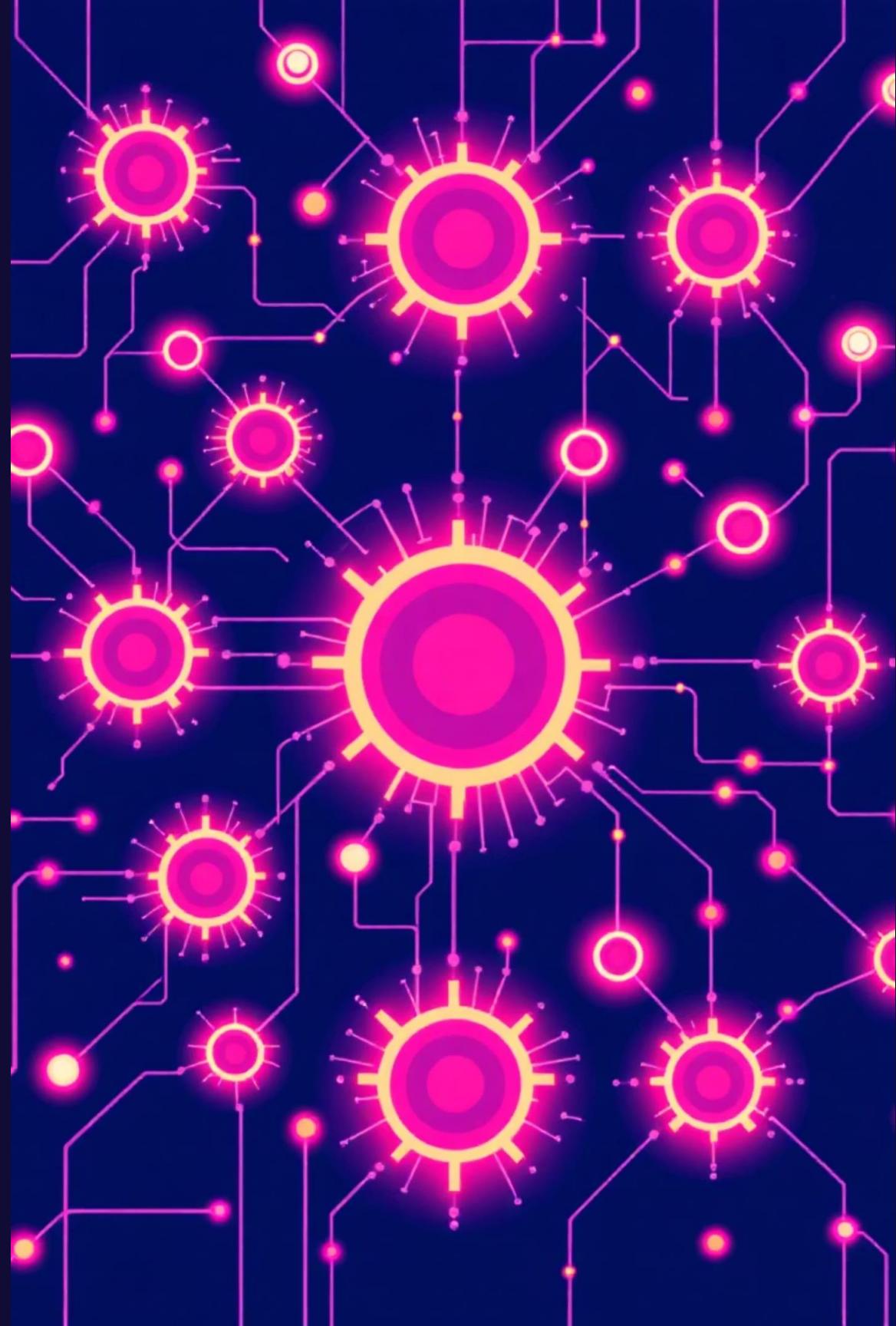
# Advanced Retrieval Logic

For complex queries, nested functions allow for dynamic data extraction across any column in the dataset.

## **Nested XLOOKUP Power**

By nesting XLOOKUP functions, we can retrieve *any* required detail of a product dynamically by simply inputting its Product ID.

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# Questions & Answers

## Part C ( Data Retrieval and Lookup )

1. Use VLOOKUP/XLOOKUP to find the product brand, price , and rating of the product with Product\_id “11226634”.  
= For the product id “11226634” these are following data by using VLOOKUP;
  - (a) Product Brand = Maniac
  - (b) Original Price = 1199
  - (c) Rating = 3.9
2. Find the “Discount Price” for the product with the product ID “6744434” using the INDEX and MATCH functions.  
= The value of discount price for “6744434” is 599
3. Utilize nested XLOOKUP to find any Column’s detail of a product with it’s product id.  
= By using XLOOKUP we find all detail of product with their product id  
for e.g.= For product id is 11226634;
  - (a) Product brand = Maniac
  - (b) Category = Sports Wear
  - (c) Individual Category = t-shirts .....etc

# Project Summary & Key Takeaways



## Preparation

Cleaned duplicates and handled missing values.

## Analysis

Identified high-value trends and stock levels.

## Retrieval

Implemented robust lookup systems for instant access.

**Result:** A streamlined, error-free data environment ready for business intelligence.

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# Conclusion

## Excel's Power

Effective for e-commerce data analysis.

## Valuable Insights

Pricing, customer preferences, product availability.

## Skill Reinforcement

Strengthened Excel and analytical thinking.

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# Skills Gained



## Data Cleaning & Preparation

Mastered techniques to ensure data accuracy and readiness for analysis.



## Business Data Analysis

Developed proficiency in interpreting data to inform strategic business decisions.



## Excel Functions & Formulas

Gained expertise in advanced Excel functionalities for efficient data manipulation.

**THANK YOU**  
( FOR YOUR ATTENTION )

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