Myntra Apparel Data Analysis Case Study

Project Overview

This project presents an end-to-end data analysis case study on Myntra's apparel dataset using Microsoft Excel. The focus is on data cleaning, transformation, analysis, and retrieval to convert raw e-commerce data into a structured, analysis-ready format and extract meaningful business insights.

The case study reflects a real-world retail analytics scenario where accurate pricing, discount consistency, and product availability play a critical role in decision-making.

Objectives

- Clean and standardize raw apparel product data
- Handle missing and inconsistent values
- Perform descriptive and conditional price analysis
- Retrieve product-level insights using lookup functions
- Create logical classifications for business interpretation

Data Cleaning & Preparation

- Verified uniqueness of Product IDs and removed inconsistencies
- Standardized discount formats and recalculated discount values
- Filled missing discount values using category-level averages
- Replaced missing size information with "Not Available"
- Created derived fields such as Discount Amount and Discounted Price

Data Analysis Performed

- Average original price of products with ratings greater than 4
- Count of products with discounts above 50%
- Count of products available in size "M"
- Product segmentation into High Discount and Low Discount categories

Data Retrieval & Lookup

- XLOOKUP / VLOOKUP for product-level details
- INDEX and MATCH for discounted price retrieval
- Nested XLOOKUP for dynamic column-based data extraction
- Data validation for dropdown-driven analysis

Tools & Functions Used

- Microsoft Excel
- IF, COUNTIF, COUNTIFS
- AVERAGEIFS
- XLOOKUP, VLOOKUP
- INDEX, MATCH
- TRIM, SUBSTITUTE, FLOOR.MATH

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