



Analysis of Myntra Apparel

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Introduction

Myntra is an Indian e-commerce company that sells fashion and lifestyle products online. It was founded in 2007–2008 to sell personalized gifts, but has since expanded to offer a wide range of products, including clothing, footwear, accessories, jewelry, and personal care products. Myntra works with over 6,000 brands, including H&M, Levis, Tommy Hilfiger, Nike, and Puma. The company is headquartered in Bengaluru, Karnataka, and services over 19,000 pin codes across 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."

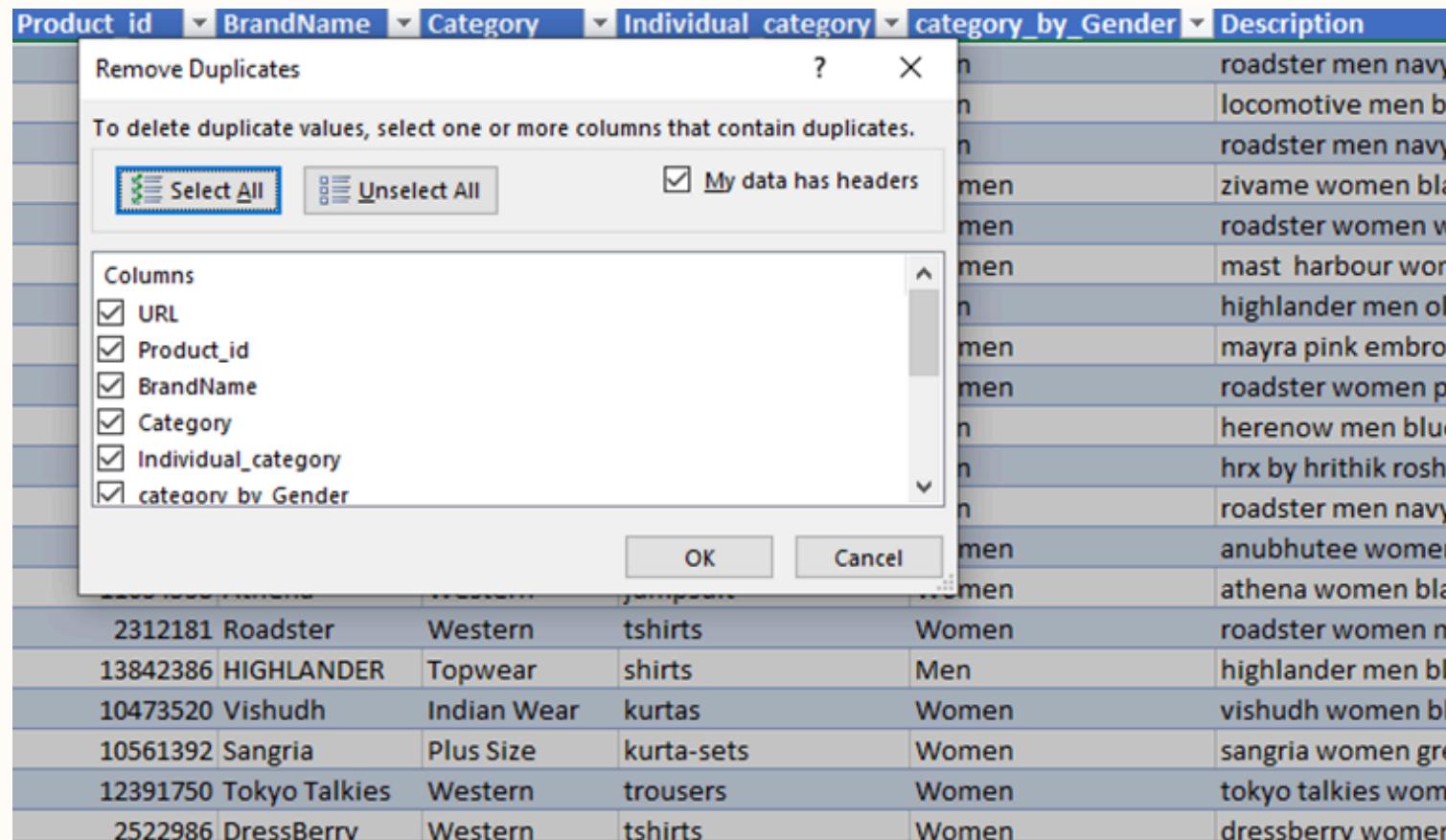
C. Data Retrieval and Lookup

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.

Data cleaning and preparation



Check for duplicate values in your dataset and remove them.



Select the dataset, go to data> Remove duplicates, and choose all columns to check duplicate

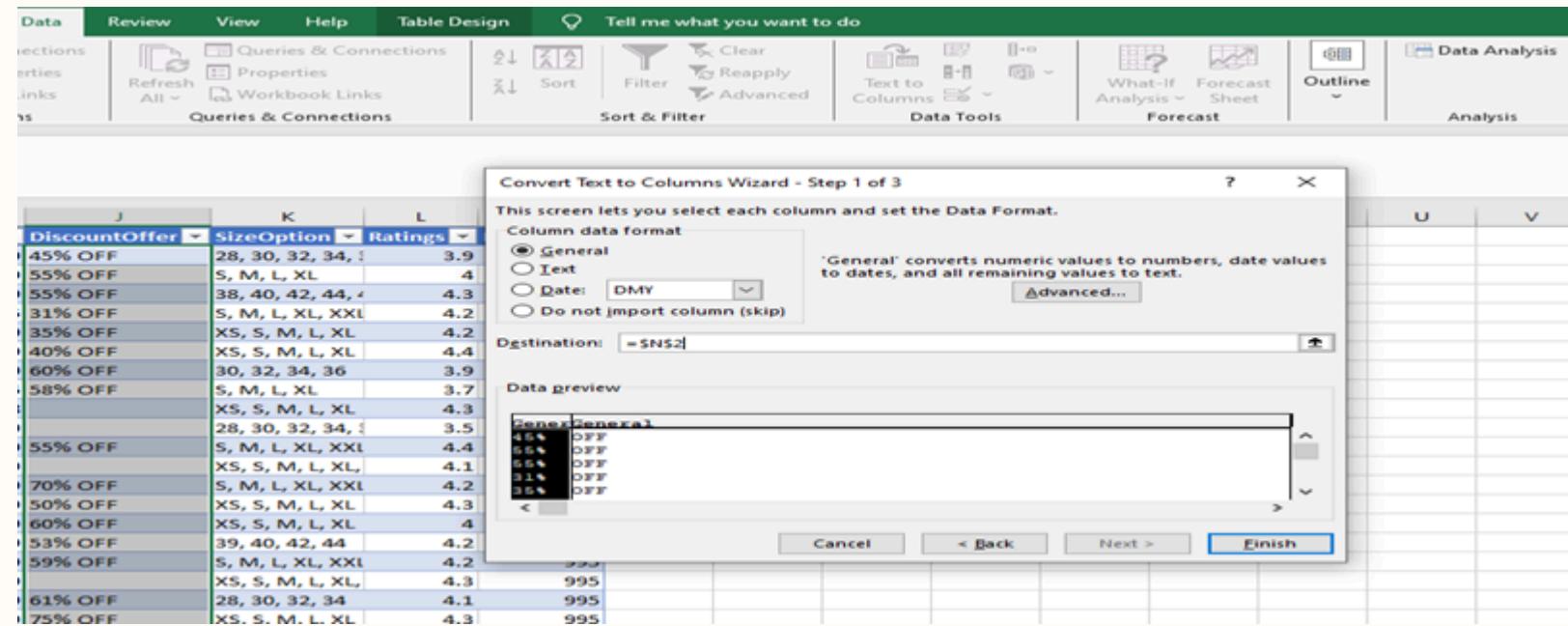
A callout arrow from the previous 'Remove Duplicates' dialog points to this part of the screenshot.

The dataset table has the following structure:

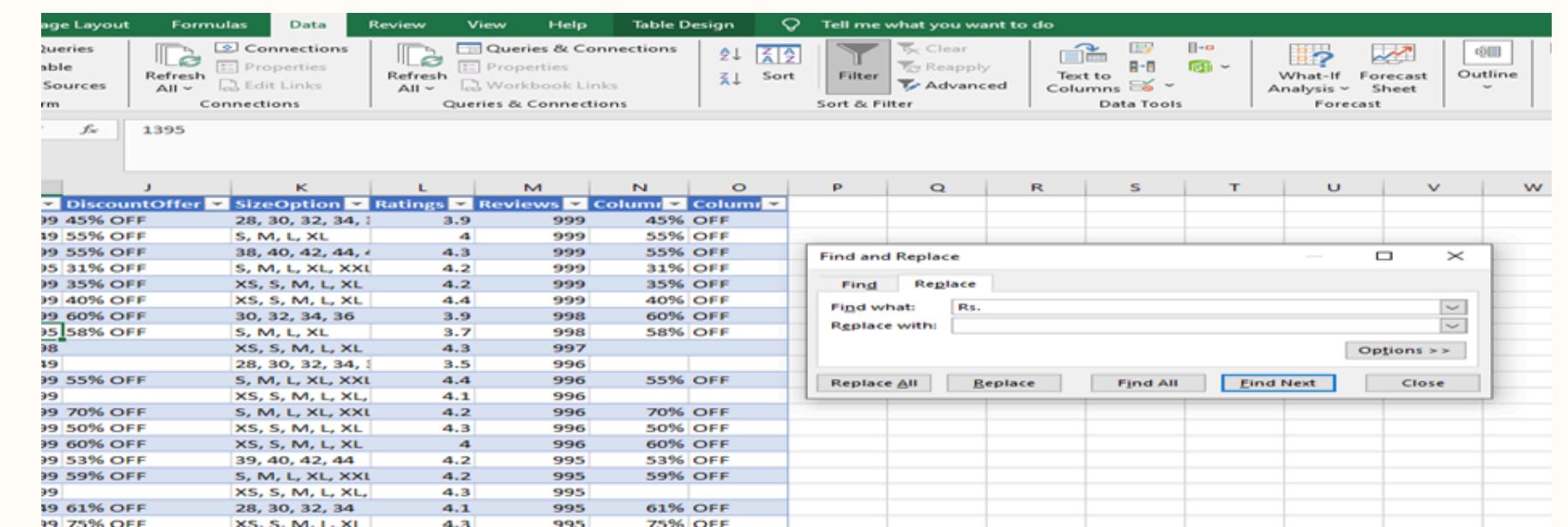
A	B	C	D	E	F	G	H	I	J
URL	Product_id	BrandName	Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer
https://www.myntra.com	2296012	Roadster	Bottom Wear	jeans	Men	roadster men navy blue slim fit mi	824	1499	45% OFF
https://www.myntra.com	13780156	LOCOMOTIVE	Bottom Wear	track-pants	Men	locomotive men black white solid	517	1149	55% OFF
https://www.myntra.com	11895958	Roadster	Topwear	shirts	Men	roadster men navy white black ge	629	1399	55% OFF
https://www.myntra.com	4335679	Zivame	Lingerie & Sleepwear		Men	an black saree shapev	893	1295	31% OFF
https://www.myntra.com	11690882	Roadster	Western	tshirts	Men	men white v neck pure cotton t shirt	599	35% OFF	
https://www.myntra.com	2490950	Mast & Harbour	Western	tops	Men	women yellow solid tank top	599	40% OFF	
https://www.myntra.com	6744434	HIGHLANDER	Bottom Wear	trousers	Men	men olive green slim fi	599	1499	60% OFF
https://www.myntra.com	8439415	Mayra	Western	tops	Men	embroidered a line pure cotton top	1395	58% OFF	
https://www.myntra.com	17381394	Roadster	Western	tshirts	Women	roadster women pack of 2 solid t shirts	1098		
https://www.myntra.com	2359257	HERE&NOW	Bottom Wear	jeans	Men	herenow men blue slim fit mid rise clean look ankle length	2749		
https://www.myntra.com	7695793	HRX by Hrithik R	Sports Wear	tights	Men	hrx by hrithik roshan men rapid dr	1214	2699	55% OFF
https://www.myntra.com	10307375	Roadster	Topwear	tshirts	Men	roadster men navy blue white striped polo collar pure cott	699		
https://www.myntra.com	12873874	Anubhutee	Indian Wear	kurtas	Women	anubhutee women pink white pri	1019	3399	70% OFF
https://www.myntra.com	11634538	Athena	Western	jumpsuit	Women	athena women black solid basic jumpsuit	2499	50% OFF	
https://www.myntra.com	2312181	Roadster	Western	tshirts	Women	roadster women maroon solid round neck t shirt	799	60% OFF	
https://www.myntra.com	13842386	HIGHLANDER	Topwear	shirts	Men	highlander men blue black slim fit	516	1099	53% OFF
https://www.myntra.com	10473520	Vishudh	Indian Wear	kurtas	Women	vishudh women blue pink floral p	696	1699	59% OFF
https://www.myntra.com	10561392	Sangria	Plus Size	kurtas	Women	sangria women green off white printed kurtas with palazzo	3999		
https://www.myntra.com	12391750	Tokyo Talkies	Western	trousers	Women	tokyo talkies women olive green regular fit solid cargos	2149	61% OFF	
https://www.myntra.com	2522986	DressBerry	Western	tshirts	Women	dressberry women lovely olive twoeraohv talking tee	999	75% OFF	

A small 'Microsoft Excel' watermark is visible in the background of the table area.

Standardize "DiscountOffer" column to uniform format.



We converted text to column first. After that we used find and Replace function.



Mynta Fasion Clothing - Excel

Table Tools

sangeeta rajput

Page Layout Formulas Data Review View Help Table Design Tell me what you want to do

Queries & Connections Sort & Filter Data Tools Forecast Analysis

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=IF(ISNUMBER([@Column2]),[@Column2],IF(ISBLANK([@Column1])," ",[@Column1]*[@[OriginalPrice (in Rs)]]))

I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews	Column	Column	Discount								
1499	45% OFF	28, 30, 32, 34, 36	3.9	999	45% OFF	=IF(ISNUMBER([@Column2]),[@Column2],IF(ISBLANK([@Column1])," ",[@Column1]*[@[OriginalPrice (in Rs)]]))									
1149	55% OFF	S, M, L, XL	4	999	55% OFF										
1399	55% OFF	38, 40, 42, 44, 46	4.3	999	55% OFF	769.45									
1295	31% OFF	S, M, L, XL, XXL	4.2	999	31% OFF	401.45									
599	35% OFF	XS, S, M, L, XL	4.2	999	35% OFF	209.65									
599	40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6									
1499	60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4									
1395	58% OFF	S, M, L, XL	3.7	998	58% OFF	809.1									
1098		XS, S, M, L, XL	4.3	997											
2749		28, 30, 32, 34, 36	3.5	996											
2699	55% OFF	S, M, L, XL, XXL	4.4	996	55% OFF	1484.45									
699		XS, S, M, L, XL	4.1	996											
3399	70% OFF	S, M, L, XL, XXL	4.2	996	70% OFF	2379.3									
2499	50% OFF	XS, S, M, L, XL	4.3	996	50% OFF	1249.5									
799	60% OFF	XS, S, M, L, XL	4	996	60% OFF	479.4									
1099	53% OFF	39, 40, 42, 44	4.2	995	53% OFF	582.47									
1699	59% OFF	S, M, L, XL, XXL	4.2	995	59% OFF	1002.41									
3999		XS, S, M, L, XL	4.3	995											

Now, the column will be standardized by converting percentage values into numbers using the formula displayed in the image

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

Rating	Reviews	Column 1	Column 2	Discount Offer	Discount Price	Discount Type	NULL Value
3.9	999 45% OFF	674.55	45	674.55	824	=IF(AND(ISBLANK([@DiscountPrice (in Rs)])), ISBLANK([@DiscountOffer]),"NULL VALUES",""))	
4	999 55% OFF	631.95	55	631.95	517		
4.3	999 55% OFF	769.45	55	769.45	629		
4.2	999 31% OFF	401.45	31	401.45	893		
4.2	999 35% OFF	209.65	35	209.65	389		
4.4	999 40% OFF	239.6	40	239.6	359		
3.9	998 60% OFF	899.4	60	899.4	599		
3.7	998 58% OFF	809.1	58	809.1	585		
4.3	997	47.72562	524.0273	573	NULL VALUES		
3.5	996	43.97481	1208.868	1540	NULL VALUES		
4.4	996 55% OFF	1484.45	55	1484.45	1214		
4.1	996	44.61667	311.8705	387	NULL VALUES		
4.2	996 70% OFF	2379.3	70	2379.3	1019		
4.3	996 50% OFF	1249.5	50	1249.5	1249		
4	996 60% OFF	479.4	60	479.4	319		
4.2	995 52% OFF	582.47	52	582.47	516		

we are identifying rows containing Null values in both the "Discount Price" and "Discount Offer" columns to be displayed as "NULL VALUES" using the provided formula:

```
=IF(ISNULL([Discount Price]) AND  
ISNULL([Discount Offer]), 'NULL  
VALUES', 'VALID VALUES')
```

The screenshot shows an Excel spreadsheet with a table containing product data. The table has columns for Price (in Rs), Size, Option, Ratings, Reviews, Discount_Amount, and Actual. The formula `=IF([@Discount_Amount]="" ,AVERAGEIFS([Discount_Amount],[Category],[@Category]),[@Discount_Amount])` is being entered into cell N824. The formula is intended to calculate the average discount amount for a specific category if the individual discount amount is null.

H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
e (in Rs)	Size	Option	Ratings	Reviews	Discount_Amount	Actual	Column									
1499 28, 30, 32, 34, :	3.9	999			674.55	824	=IF([@Discount_Amount]="" ,AVERAGEIFS([Discount_Amount],[Category],[@Category]),[@Discount_Amount])									
1149 S, M, L, XL	4	999			631.95	517	=IF([@Discount_Amount]="" ,AVERAGEIFS([Discount_Amount],[Category],[@Category]),[@Discount_Amount])									
1399 38, 40, 42, 44, :	4.3	999			769.45	629	769.45									
1295 S, M, L, XL, XXL	4.2	999			401.45	893	401.45									
599 XS, S, M, L, XL	4.2	999			209.65	389.35	209.65									
599 XS, S, M, L, XL	4.4	999			239.6	359.4	239.6									
1499 30, 32, 34, 36	3.9	998			899.4	599	899.4									
1395 S, M, L, XL	3.7	998			809.1	585.9	809.1									
1098 XS, S, M, L, XL	4.3	997				806.7239										
2749 28, 30, 32, 34, :	3.5	996				1017.084										
2699 S, M, L, XL, XXL	4.4	996			1484.45	1214	1484.45									
699 XS, S, M, L, XL,	4.1	996				747.3583										
3399 S, M, L, XL, XXL	4.2	996			2379.3	1019	2379.3									
2499 XS, S, M, L, XL	4.3	996			1249.5	1249.5	1249.5									
799 XS, S, M, L, XL	4	996			479.4	319.6	479.4									
1099 39, 40, 42, 44	4.2	995			582.47	516	582.47									
1699 S, M, L, XL, XXL	4.2	995			1002.41	696	1002.41									
3999 XS, S, M, L, XL,	4.3	995				1021.935										
2149 28, 30, 32, 34	4.1	995			1310.89	838.11	1310.89									
999 XS, S, M, L, XL	4.3	995			749.25	249.75	749.25									

If Discount price is null we fill it with average of category using the formula :

```
=IF([@Discount_amount]="" ,
AVERAGEIFS(Discount_amount,
[category],[@category]),
[@Discount_amount])
```

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

	H	I	J	K	L	M	N
	OriginalPrice (in Rs)	SizeOption	Ratings	Reviews	Discount_Amount	Actual	
ns			3.9	999	674.55	674.55	
			4	999	631.95	631.95	
ainable casual shirt			4.3	999	769.45	674.55	
e			4.2	999	401.45	631.95	
ers			4.2	999	209.65	769.45	
ngth stretchable jea			4.4	999	239.6	401.45	
cotton t shirt			3.9	998	899.4	209.65	
sers dupatta			3.7	998	809.1	239.6	
			4.3	997		899.4	
azzos dupatta			3.5	996		809.1	
s			4.4	996	1484.45	806.7239	
			4.1	996		1017.084	
			4.2	996	2379.3	1484.45	
			4.3	996	1249.5	747.3583	
			4	996	479.4	2379.3	
			4.2	995	582.47	1249.5	
			4.2	995	1002.41	479.4	
			4.3	995		582.47	
			4.1	995	1310.89	1002.41	
			4.3	995	749.25	1021.935	

There are no null values in the size option

Data Analysis

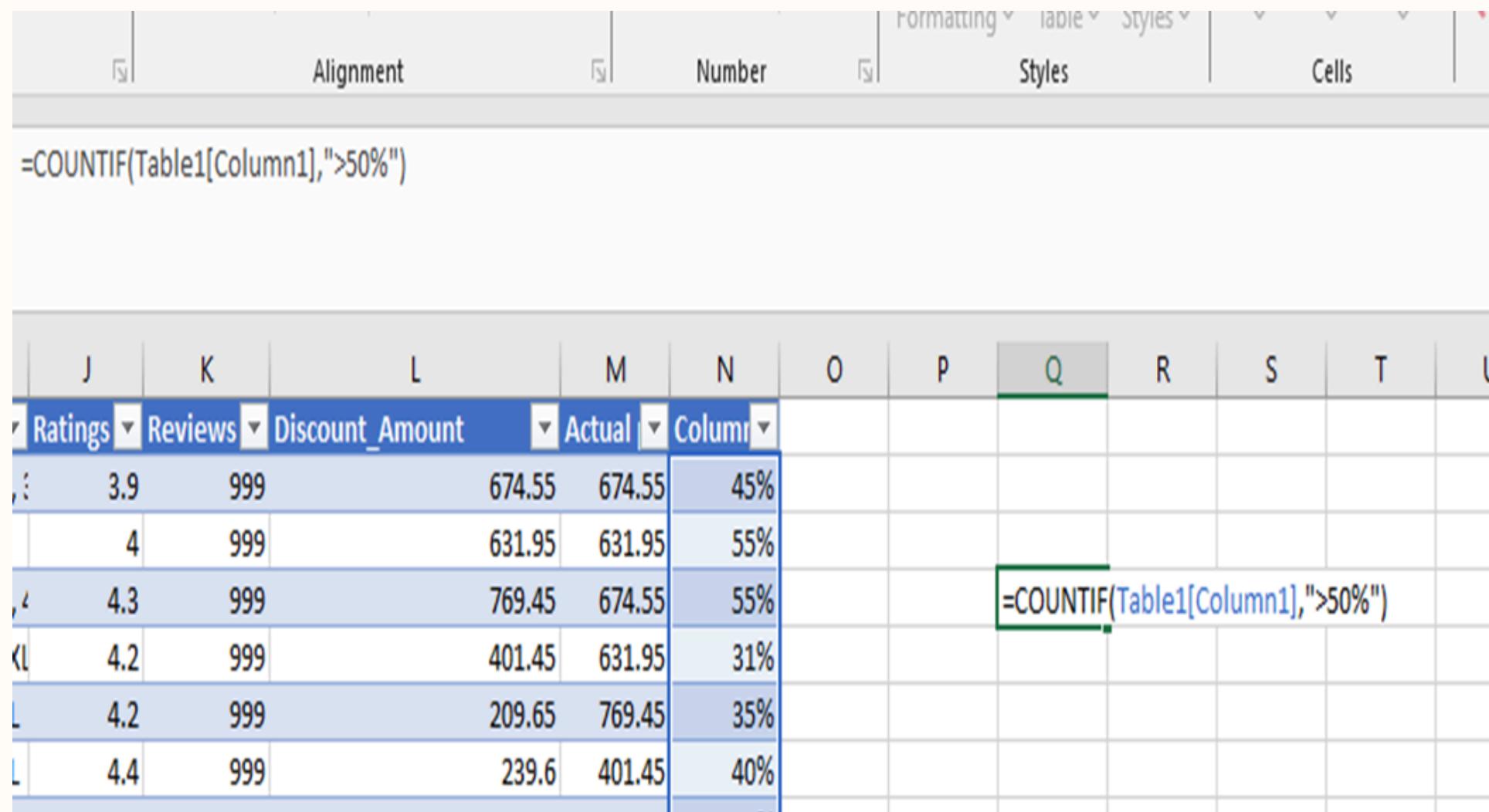


Calculate the overall average original price for products with ratings greater than 4.

H	I	J	K	L	M	N	O	P	Q	R	S	T
OriginalPrice (in Rs)	SizeOption	Ratings	Reviews	Discount_Amount	Actual							
1499	28, 30, 32, 34, 36	3.9	999	674.55	674.55							
1149	S, M, L, XL	4	999	631.95	631.95							
1399	38, 40, 42, 44, 46	4.3	999	769.45	674.55							
1295	S, M, L, XL, XXL	4.2	999	401.45	631.95							
599	XS, S, M, L, XL	4.2	999	209.65	769.45							
599	XS, S, M, L, XL	4.4	999	239.6	401.45							
1499	30, 32, 34, 36	3.9	998	899.4	209.65							
1395	S, M, L, XL	3.7	998	809.1	239.6							
1098	XS, S, M, L, XL	4.3	997		899.4							
2749	28, 30, 32, 34, 36	3.5	996		809.1							
2699	S, M, L, XL, XXL	4.4	996	1484.45	806.7239							
699	XS, S, M, L, XL	4.1	996		1017.084							
3399	S, M, L, XL, XXL	4.2	996	2379.3	1484.45							
2499	XS, S, M, L, XL	4.3	996	1249.5	747.3583							
799	XS, S, M, L, XL	4	996	479.4	2379.3							
1099	39, 40, 42, 44	4.2	995	582.47	1249.5							
1699	S, M, L, XL, XXL	4.2	995	1002.41	479.4							
3999	XS, S, M, L, XL	4.3	995		582.47							
2149	28, 30, 32, 34	4.1	995	1310.89	1002.41							
999	XS, S, M, L, XL	4.3	995	749.25	1021.935							

We calculated overall average original price for products with rating greater than 4 using formula:
=AVERAGE(Table1[Ratings], “>4”,
Table1[Orginalprice(in Rs)])

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



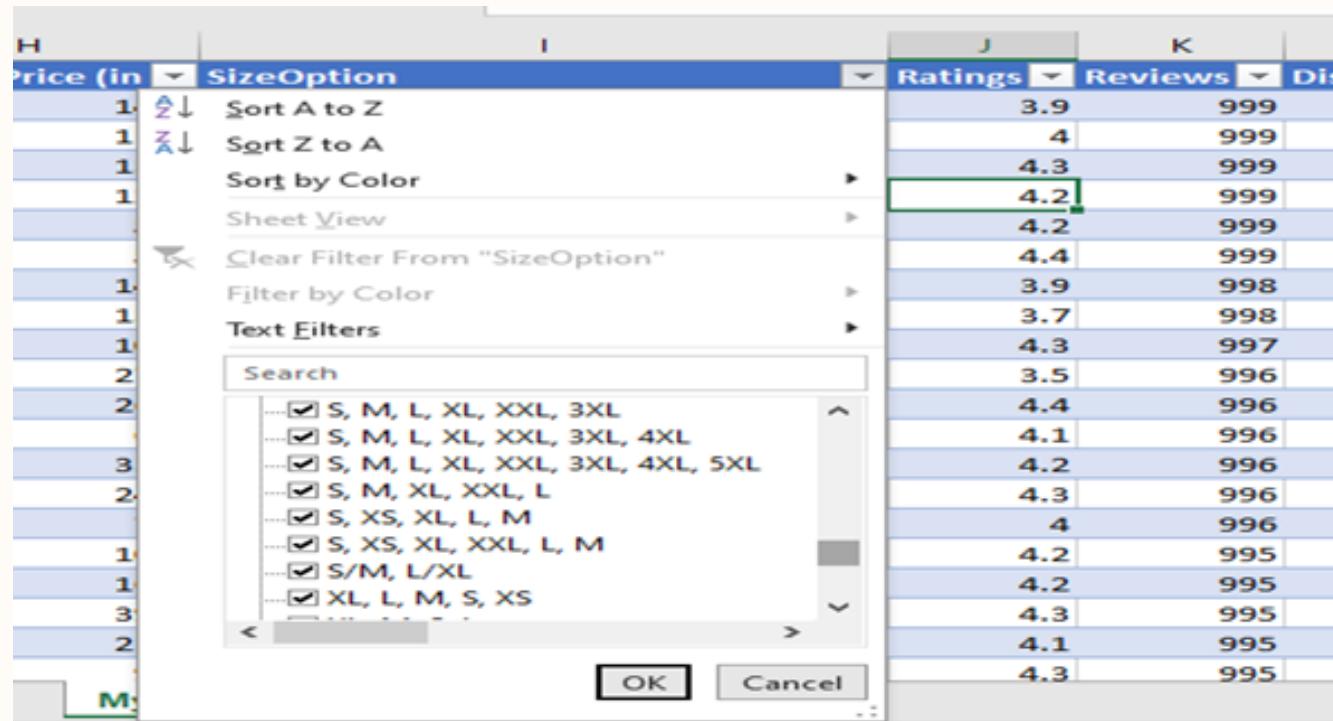
A screenshot of a Microsoft Excel spreadsheet. The top menu bar shows 'Formatting', 'Table', 'Styles', and 'Cells'. The formula bar displays the formula =COUNTIF(Table1[Column1], ">50%"). The table has columns labeled J through U. The first column (J) contains 'Ratings', the second (K) 'Reviews', the third (L) 'Discount_Amount', the fourth (M) 'Actual', and the fifth (N) 'Column'. The sixth column (O) is empty, and the seventh (P) is also empty. Column Q is highlighted in green, containing the formula =COUNTIF(Table1[Column1], ">50%"). The data in the table includes rows for products with ratings from 3.9 to 4.4, reviews from 999 to 239.6, and discount amounts from 45% to 40%.

Ratings	Reviews	Discount_Amount	Actual	Column															
3.9	999	674.55	674.55	45%															
4	999	631.95	631.95	55%															
4.3	999	769.45	674.55	55%															
4.2	999	401.45	631.95	31%															
4.2	999	209.65	769.45	35%															
4.4	999	239.6	401.45	40%															

We will utilize the COUNTIF function to identify products with discount offers exceeding 50%.

=COUNTIF(Table1[Column1], “50%”)

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



Using text filter we checked for size option which contain size “M”

The screenshot shows the 'Custom AutoFilter' dialog box in Excel. The 'SizeOption' column is selected. The filter condition is 'contains M'. The 'OK' button is highlighted.

I	J	K	L	M	N	O	P	Q	R	S	T
SizeOption	Ratings	Reviews	Discount_Amount	Actual	Column						
99 28, 30, 32, 34, 36	3.9	999	674.55	674.55	45%						
.49 S, M, L, XL	4	999	631.95	631.95	55%						
99 38, 40, 42, 44, 46, 48	4.3	999									
95 S, M, L, XL, XXL	4.2	999									
99 XS, S, M, L, XL	4.2	999									
99 XS, S, M, L, XL	4.4	999									
99 30, 32, 34, 36	3.9	998									
95 S, M, L, XL	3.7	998									
98 XS, S, M, L, XL	4.3	997									
99 28, 30, 32, 34, 36	3.5	996									
99 S, M, L, XL, XXL	4.4	996									
99 XS, S, M, L, XXL, 3XL, 4XL	4.1	996									
99 S, M, L, XL, XXL	4.2	996									
99 XS, S, M, L, XL	4.3	996									
99 XS, S, M, L, XL	4	996	479.4	2379.3	60%						
99 39, 40, 42, 44	4.2	995	582.47	1249.5	53%						
99 S, M, L, XL, XXL	4.2	995	1002.41	479.4	59%						

```
=COUNTIF(Table1[SizeOption],"M")
```

We will utilize the COUNTIF function to identify products available in size "M."

```
=COUNTIF(Table1[SizeOption],"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."

J	K	L	M	N	O
ings	Reviews	Discount_Amount	Actual	Column1	Column2
3.9	999	674.55	674.55	45%	Low dicount
4	999	631.95	631.95	55%	High discount
4.3	999	769.45	674.55	55%	High discount
4.2	999	401.45	631.95	31%	Low dicount
4.2	999	209.65	769.45	35%	Low dicount
4.4	999	239.6	401.45	40%	Low dicount
3.9	998	899.4	209.65	60%	High discount
3.7	998	809.1	239.6	58%	High discount

We created new column labeling offers as "High Discount" for over 50% and "Low Discount" for under 50% using the "If" function.

`IF([@Discount_offer]>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
Brand
=VLOOKUP(L33, B:E, 2, FALSE)

price
=VLOOKUP(L33, B:E, 3, FALSE)

Rating
=VLOOKUP(L33, B:E, 4, FALSE)

we find the product brand, price, and Rating of the product with product_id “11226634” using formula:

Brand
=VLOOKUP(L33, B:E, 2, FALSE)

Price
=VLOOKUP(L33, B:E, 3, FALSE)

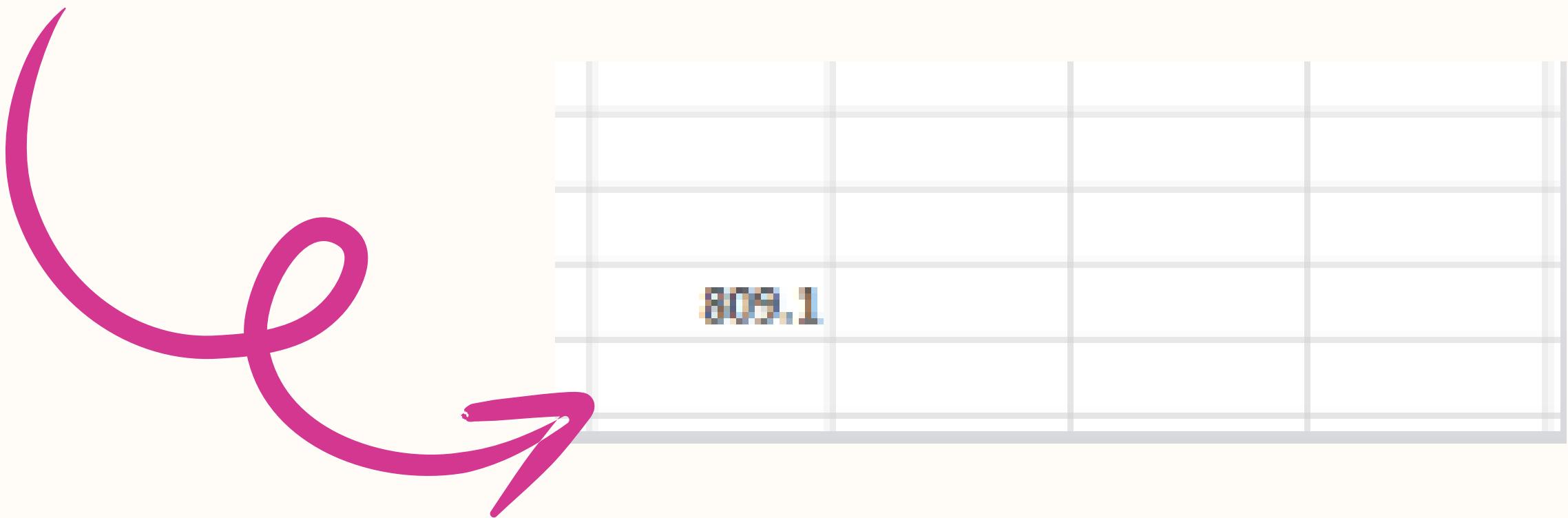
Rating
=VLOOKUP(L33, B:E, 4, FALSE)

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

=INDEX(Table1[Discount_Amount],MATCH(6744434,B:B,0))
--

We calculated “Discount price” for the product with the product id “6744434” using the index and match functions:

=INDEX(Table1(Discount_Amount),MATCH
(6744434,B:B,0))



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

Lookup value	2296012
Data validation (list)	SizeOption
NESTED XLOOKUP	<ul style="list-style-type: none">SizeoptionRatingsReviewsColumn1Column2After discount priceActual priceColumn3



We utilized xlookup to find size option of of product with its product id:
=XLOOKUP(T3,Table1[product_id],XLOOKUP[T5,Table1[#Headers],Table1)

Lookup value	2296012
Data validation(list)	Size option
NESTED XLOOKUP	=XLOOKUP(T3,Table1[Product_id],XLOOKUP(T5,Table1[#Headers],Table1))

Thank you

