

Analysis of Myntra Apparel



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Introduction

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. In May 2022, Myntra launched an express delivery service on its app to offer a one-of-a-kind experience on its fashion and beauty platform. This service allows shoppers to receive their orders for products marked with 'M-express tag' on the listing page within 24-48 hours of purchase.

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.

Data Cleaning and Preparation



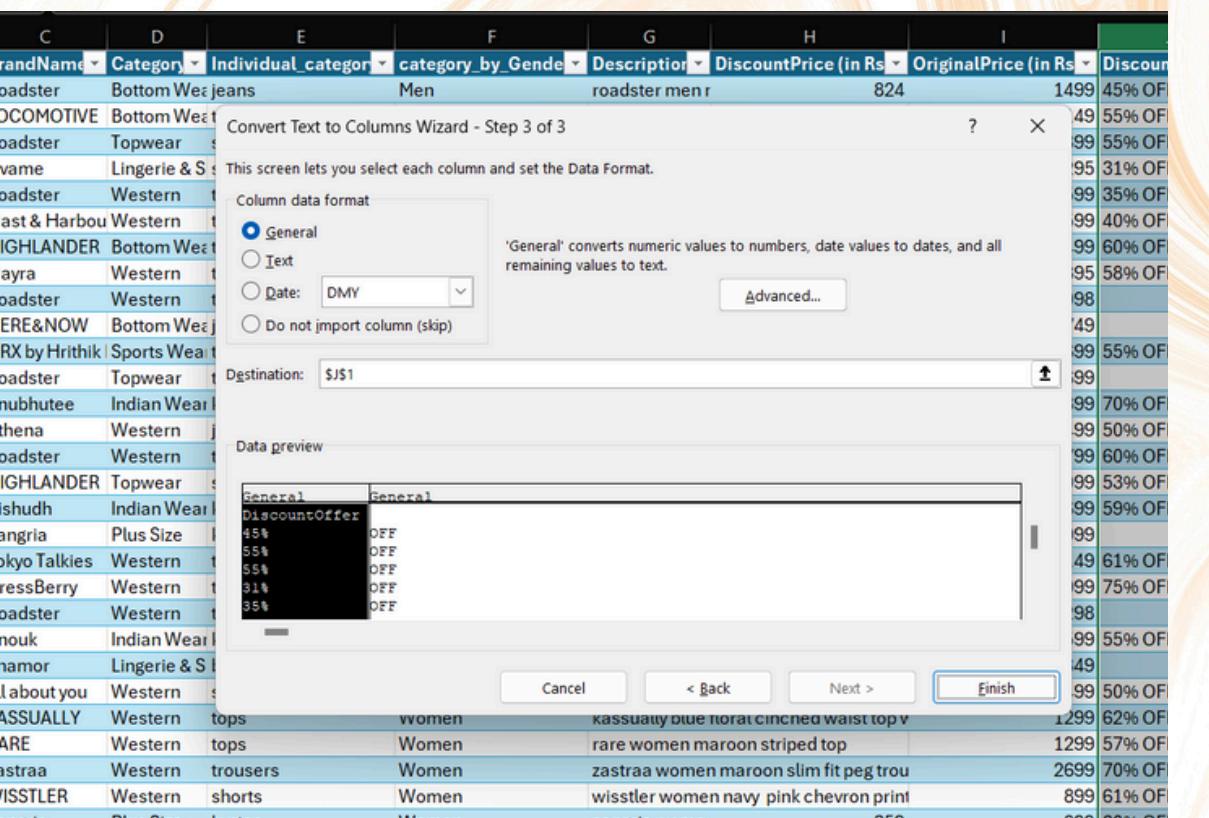
Check for duplicate values in your dataset and remove them.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
U	Product_id	BrandName	Category	Individual_category	Description	Discount	Origin	SizeOption	Rating	Review	Discount_affected	Actual_price	Discount_Amount	Column		
http://	13780156	LOC Bottom Wear	Men	locomotive	517	1149	S, M, L, XL	4	999	631.95	631.95	631.95	55%			
http://	4335679	Ziva Lingerie & shaq	Wom	zivame women	893	1295	S, M, L, XL, XXL	4.2	999	101.45	101.45	101.45	31%			
http://	11690882	Roa Western	tshirt	Wom roadster women white	599	XS, S, M, L, XL	4.2	999						35%		
http://	2490950	Mas Western	tops	Wom mast harbour women	599	XS, S, M, L, XL	4.4	999						40%		
http://	8439415	May Western	tops	Wom mayra pink embroidery	1395	S, M, L, XL	3.7	998						58%		
http://	17381394	Roa Western	tshirt	Wom roadster women pack	1098	XS, S, M, L, XL	4.3	997						12%		
http://	7695793	HRX Sports Wear	tight	Men hrx by hrithi	1214	2699	S, M, L, XL, XXL	4.4	996					55%		
http://	10307375	Roa Topwear	tshirt	Men roadster men navy blue	699	XS, S, M, L, XL, XXL	4.1	996						-32%		
http://	12873874	Anul Indian Wear	kurti	Wom anubhutee	1019	3399	S, M, L, XL, XXL	4.2	996					70%		
http://	11634538	Athe Western	jumpsuit	Wom athena women black	2499	XS, S, M, L, XL	4.3	996						50%		
http://	2312181	Roa Western	tshirt	Wom roadster women maroc	799	XS, S, M, L, XL	4	996						60%		
http://	10473520	Vish Indian Wear	kurti	Wom vishudh woi	696	1699	S, M, L, XL, XXL	4.2	995					59%		
http://	10561392	San Plus Size	kurti	Wom sangria women green	3999	XS, S, M, L, XL, XXL	4.3	995						68%		
http://	2522986	Dress Western	tshirt	Wom dressberry women love	999	XS, S, M, L, XL	4.3	995						75%		
http://	17385142	Roa Western	tshirt	Wom roadster women pack	1298	XS, S, M, L, XL	4.4	994			964.0418697	333.9581303		26%		
http://	12153330	Ano Indian Wear	kurti	Wom anouk wom	719	1599	XS, S, M, L, XL, XXL	3.8	993	879.45	879.45	879.45	55%			
http://	1864573	Ena Lingerie & bra	bra	Women enamor black non wire	849	S, M, L, XL	4.2	993			676.2909467	172.7090533		20%		
http://	13205276	all about Western	shirt	Wom all about you women	1499	XS, S, M, L, XL	4.2	993			749.5	749.5	749.5	50%		
http://	11535928	KAS! Western	tops	Wom kassually blue floral cir	1299	XS, S, M, L, XL, XXL	4.3	992			805.38	805.38	805.38	62%		
http://	6552977	RAR Western	tops	Wom rare women maroon str	1299	S, M, L, XL	4.2	991			740.43	740.43	740.43	57%		
http://	11173948	San Plus Size	kurti	Wom sangria won	359	899	XS, S, M, L, XL, XXL	4	990	539.4	539.4	539.4	60%			
http://	17383362	Roa Western	tshirt	Wom roadster women green	1598	L, M, S, XS, XL	4.2	990			799	799	799	50%		
http://	9971493	Vish Western	dress	Wom vishudh women navy b	2349	S, M, L, XL, XXL	4.4	990			1526.85	1526.85	1526.85	65%		

Select the dataset , go to Data > Remove Duplicates and choose all columns to check duplicates, there are no duplicates found.

Standardize “DiscountOffer” column to uniform format.

firstly,click on Text to column wizard..there select DiscountOffer choose Delimeter > Tab > Space



Now,the column will be standardize by converting percentage value into number using the displayed formula.

	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	Column	Column	C	C	Discount_amt								
999	45% OFF				=IF(ISNUMBER([@Column2]),[@Column2],IF(ISBLANK([@Column1]),"',[@Column1]*[@[OriginalPrice (in Rs)]]))								
999	55% OFF												
999	55% OFF												
999	31% OFF					401.45							
999	35% OFF					209.65							
999	40% OFF					239.6							
998	60% OFF					899.4							
998	58% OFF					809.1							
997													
996													
995	55% OFF					1494.45							

Identify rows where both "DiscountPrice" and "DiscountOffer" are null

TO get Price after
Discount and to Remove
error ,will be using both
formulas

=IF(ISBLANK([@DiscountPrice (in Rs)]),[@OriginalPrice (in Rs)]-[@Discount_amt],[@DiscountPrice (in Rs)])												T	U	V	W
H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
DiscountPrice	OriginalPrice	SizeOption	Ratings	Reviews	Column	Discount_amt	Column2								
824	1499	28, 30, 32, 34, 36	3.9	999	45%	674.55	=IF(ISBLANK([@DiscountPrice (in Rs)]),[@OriginalPrice (in Rs)]-[@Discount_amt],[@DiscountPrice (in Rs)])								
517	1149	S, M, L, XL	4	999	55%	631.95									
629	1399	38, 40, 42, 44, 46,	4.3	999	55%	769.45	IF(logical_test, [value_if_true], [value_if_false])								
893	1295	S, M, L, XL, XXL	4.2	999	31%	401.45		893							

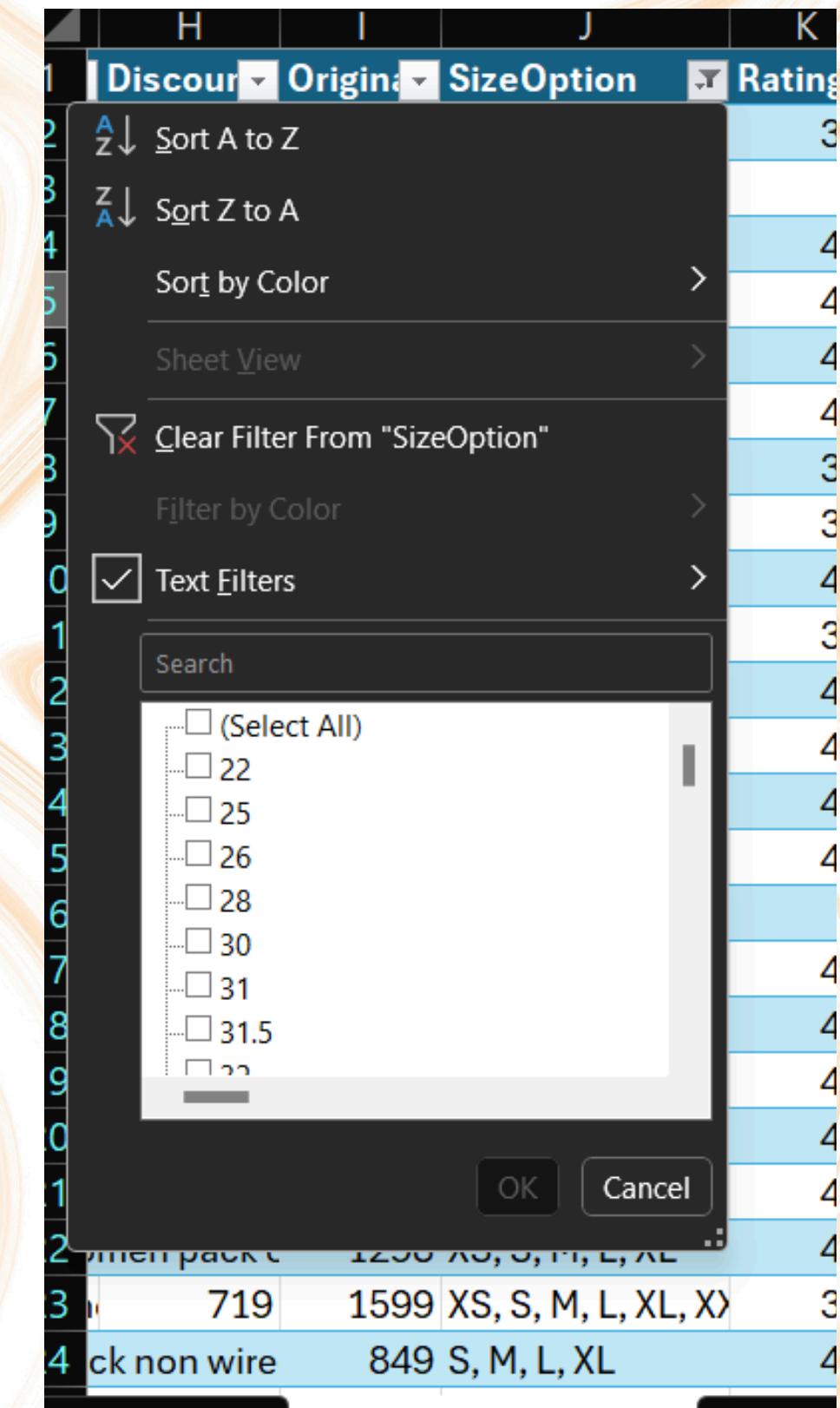
H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
DiscountPrice	OriginalPrice	SizeOption	Ratings	Reviews	Column	Discount_amt	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10
824	1499	28, 30, 32, 34, 36	3.9	999	45%	674.55	824	=IF(ISERROR([@Column2]), "",[@Column2])							
517	1149	S, M, L, XL	4	999	55%	631.95	517	IF(logical_test, [value_if_true], [value_if_false])							
629	1399	38, 40, 42, 44, 46,	4.3	999	55%	769.45	629	629							
893	1295	S, M, L, XL, XXL	4.2	999	31%	401.45	893	893							
ter women white	599	XS, S, M, L, XL	4.2	999	35%	209.65	389.35	389.35							
harbour women y	599	XS, S, M, L, XL	4.4	999	40%	239.6	359.4	359.4							
	599	30, 32, 34, 36	3.9	998	60%	899.4	599	599							
pink embroidery	1395	S, M, L, XL	3.7	998	58%	809.1	585.9	585.9							

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

Identify and repalce null values in “sizeoption” column with “Not AVAILABLE”

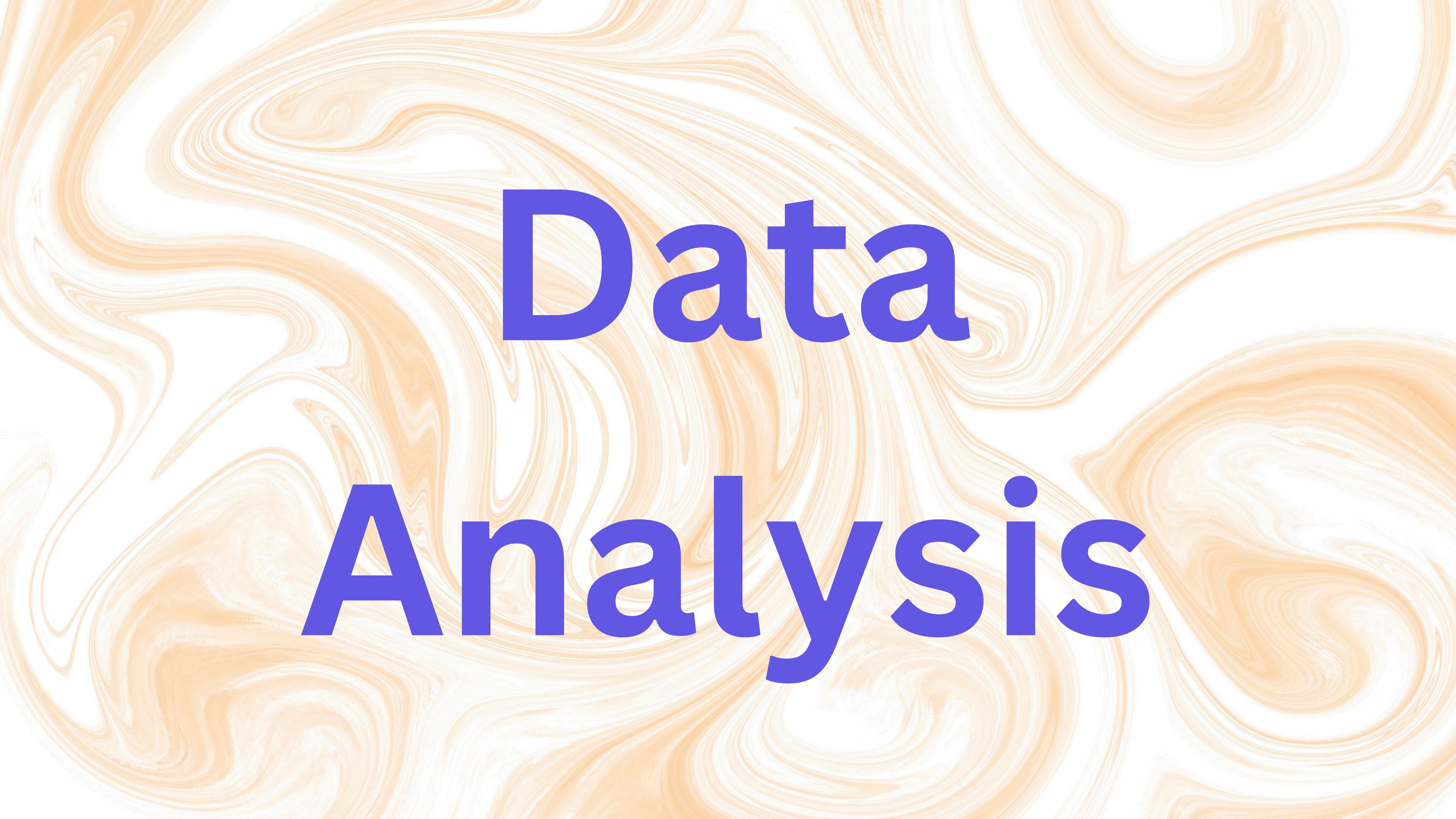
N	O	P	Q	R	S
tual_price	Discount_Amo	Column	Column2	Column3	
674.55	674.55	45% Low discount	=SUBSTITUTE([@SizeOption],		
631.95	631.95	55% High discount	","", "NOT AVAILABLE")		
769.45	769.45	55% Higl	SUBSTITUTE(text, old_text, new_text, [instance_num])		
401.45	401.45	31% Low discount	S, M, L, XL, XXL		
209.65	209.65	35% Low discount	XS, S, M, L, XL		
239.6	239.6	40% Low discount	XS, S, M, L, XL		
899.4	899.4	60% High discount	30, 32, 34, 36		
809.1	809.1	58% High discount	S, M, L, XL		
964.0418697	133.9581303	12% Low discount	XS, S, M, L, XL		
1049.203357	1699.796643	62% High discount	28, 30, 32, 34, 36		

After applying the formula and checking for “not available”, it was confirmed that “sizeopion”column has no null values, leading the decision to delete the new column



“DiscountPrice” fill with category average

After getting DiscountPrice we will be calculating the Averages where there is Null



Data
Analysis

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

calculate the average original price for rating above 4 using formula

45	
45	Average of original price Rating>4
65	
0.6	=ROUND(AVERAGEIF(Table1[Ratings],">4",Table1[OriginalPrice (in Rs)]),
0.4	2)
0.1	ROUND(number, num_digits)
0.3	
43	

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

we will utilize the COUNTIF function to identify products with Discount offer greater than 50% OFF.

	Column
55	45%
95	55%
45	55%
45	31%
65	35%
16	40%
14	60%
11	58%
03	12%
43	62%
45	55%
97	-32%
13	70%

products count where discount % is greater than 50%

```
=COUNTIF(Table1[Column1], ">50%")
```

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

Count	Amount	Column
631.95	55%	
401.45	31%	
209.65	35%	
239.6	40%	
809.1	58%	
3.9581303	12%	
1484.45	55%	
26.725397	-32%	
2379.3	70%	
1249.5	50%	
479.4	60%	
1002.41	59%	
17.926283	68%	
749.25	75%	
3.9581303	26%	

we'll use Custom Autofilter in that there is Text filter option to filter text that contains capital "M" click ok it will filter values using filter option

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."

Create a column labeling offers as "High Discount" for over 50% and "LowDiscount" for under 50% using the "IF" function.

	P	Q	R
	Column	Column	
95	55%	=IF([@Column1]>0.5,"High discount","Low discount")	
45	31%	L	IF(logical_test, [value_if_true], [value_if_false])
65	35%	Low discount	
9.6	40%	Low discount	
9.1	58%	High discount	
03	12%	Low discount	
45	55%	High discount	
97	-32%	Low discount	

Data Retrieval and Lookup

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

vlookup **11226634**

Brand

Maniac

Price

Sprotes Wear

Rating

tshirts

BRAND

=VLOOKUP(V6,Table1[[Product_id]:
[BrandName]],2,FALSE)

VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])

PRICE

=VLOOKUP(V6,Table1[[Product_id]:[Category]],
3,FALSE)

VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])

RATINGS

=VLOOKUP(V6,Table1[[Product_id]:
[Individual_category]],4,FALSE)

VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])

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

O	P	Q	R
Discount_Amount	Column	Column2	
631.95	55% High discount		
401.45	31% Low discount		
209.65	35% Low discount		
239.6	40% Low discount		
809.1	58% High discount		
133.9581303	12% Low discount		
1484.45	55% High discount		
-226.725397	-32% Low discount		
2379.3	70% High discount	product id	
1249.5	50% Low discount		6744434
479.4	60% High discount		
1002.41	59% High discount	=INDEX(Table1[Discount_Amount],MATCH(R15,	
2717.926283	68% High discount	Table1[Product_id],0))	
749.25	75% High discount		MATCH(lookup_value, lookup_array, [ma

THANK YOU !