ANALYSIS OF MYNTRA APPAREL

Presented By : Ajay Malik
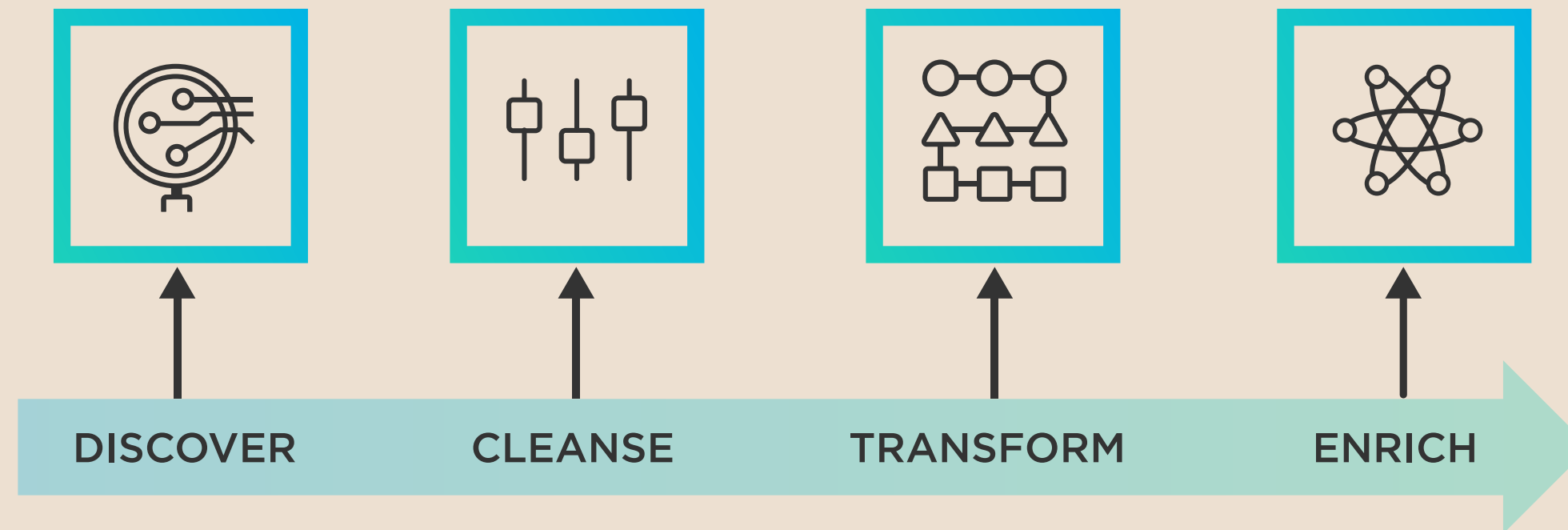
INTRODUCTION

Myntra is an Indian e-commerce company that sells fashion and lifestyle products. Company headquartered in Bengaluru, Karnataka. The company was founded in 2007-2008. In May 2014, Mynta.com was acquired by Flipkart.

PROBLEMS

- A. Data Cleaning and Preparation

- Check for duplicate values in your dataset and remove them.
- Standardize the "DiscountOffer" column to a single format, ensuring all values are uniform.
- Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category.
- Replace all null values in the "SizeOption" column with the text "Not Available."

- B. Data Analysis

- Calculate the overall average original price for products with ratings greater than 4.
- Count the number of products with a discount offer greater than 50% OFF.
- 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."

- C. Data Retrieval and Lookup

- Use VLOOKUP/XLOOKUP to find the product brand, price, and rating of the product with Product_id "11226634".
- Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.
- Utilize nested xlookup to find any column's detail of a product with it's product id.

Data Cleaning and Preparation

DISCOVER   CLEANSE   TRANSFORM   ENRICH

Check for duplicate values in your dataset and remove them.

Select the dataset, go to Data > RemoveDuplicates, and choose Product ID columns to check for duplicates.

Standardize "DiscountOffer" column to uniform format.

We have to separate OFF and rupees (Rs.) using delimiter, it will create two columns in which we can replace them with blanks.

Standardized discount offer into rupees column

Standardized discount offer into rupees column entirely by using formula:
=IF(ISNUMBER([@Column1]),[@Column1]*[@[OriginalPrice (in Rs)]],IF(ISBLANK([@Column2])," ",[@Column2]))

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R2 | =IF(ISBLANK([@[Actual price after discount (in Rs)]]),[@[OriginalPrice (in Rs)]]-[@[Discount_offer]],[@[Actual price after discount (in Rs)]])

Actual price after disc	Actual_Price_AfterD	OriginalPrice (i	DiscountOf	SizeOpt	Ratings	Reviews	Column1	Colum	Discount_offe	Colum
824	824	1499	45% OFF	28, 30, 32,	3.9	999	45%		674.55	824
517	517	1149	55% OFF	S, M, L, XL	4	999	55%		631.95	517
629	629	1399	55% OFF	38, 40, 42,	4.3	999	55%		769.45	629
893	893	1295	31% OFF	S, M, L, XL,	4.2	999	31%		401.45	893
	389.35	599	35% OFF	XS, S, M, L,	4.2	999	35%		209.65	389.35
	359.4	599	40% OFF	XS, S, M, L,	4.4	999	40%		239.6	359.4
599	599	1499	60% OFF	30, 32, 34,	3.9	998	60%		899.4	599
	585.9	1395	58% OFF	S, M, L, XL	3.7	998	58%		809.1	585.9
		1098		XS, S, M, L,	4.3	997				#VALUE!
		2749		28, 30, 32,	3.5	996				#VALUE!
1214	1214	2699	55% OFF	S, M, L, XL,	4.4	996	55%		1484.45	1214
		699		XS, S, M, L,	4.1	996				#VALUE!

Actual price after discount formula: =IF(ISBLANK([@[Actual price after discount (in Rs)]]),[@[OriginalPrice (in Rs)]]-[@[Discount_offer]],[@[Actual price after discount (in Rs)]])

S2 | =IF(ISERROR([@Column3])," ",[@Column3])

Actual price after disc	Actual_Price_AfterD	OriginalPrice (i	DiscountOf	SizeOpt	Ratings	Reviews	Column1	Colum	Discount_offe	Colum	Colum
824	824	1499	45% OFF	28, 30, 32,	3.9	999	45%		674.55	824	824
517	517	1149	55% OFF	S, M, L, XL	4	999	55%		631.95	517	517
629	629	1399	55% OFF	38, 40, 42,	4.3	999	55%		769.45	629	629
893	893	1295	31% OFF	S, M, L, XL,	4.2	999	31%		401.45	893	893
	389.35	599	35% OFF	XS, S, M, L,	4.2	999	35%		209.65	389.35	389.35
	359.4	599	40% OFF	XS, S, M, L,	4.4	999	40%		239.6	359.4	359.4
599	599	1499	60% OFF	30, 32, 34,	3.9	998	60%		899.4	599	599
	585.9	1395	58% OFF	S, M, L, XL	3.7	998	58%		809.1	585.9	585.9
		1098		XS, S, M, L,	4.3	997				#VALUE!	
		2749		28, 30, 32,	3.5	996				#VALUE!	
1214	1214	2699	55% OFF	S, M, L, XL,	4.4	996	55%		1484.45	1214	1214
		699		XS, S, M, L,	4.1	996				#VALUE!	
1019	1019	3399	70% OFF	S, M, L, XL,	4.2	996	70%		2379.3	1019	1019

For error value formula in next tab: =IF(ISERROR([@Column3])," ",[@Column3])

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"DiscountPrice" fill with category average.

H	I	J	K	L	M	N	O	P	Discount_offe
Actual price after disc	Actual_Price_AfterD	OriginalPrice (i	DiscountOf	SizeOpt	Ratings	Reviews	Column1	Columr	Discount_offe
824	824	1499	45% OFF	28, 30, 32,	3.9	999	45%		674.55
517	517	1149	55% OFF	S, M, L, XL	4	999	55%		631.95
629	629	1399	55% OFF	38, 40, 42,	4.3	999	55%		769.45
893	893	1295	31% OFF	S, M, L, XL,	4.2	999	31%		401.45
	389.35	599	35% OFF	XS, S, M, L,	4.2	999	35%		209.65
	359.4	599	40% OFF	XS, S, M, L,	4.4	999	40%		239.6
599	599	1499	60% OFF	30, 32, 34,	3.9	998	60%		899.4
	585.9	1395	58% OFF	S, M, L, XL	3.7	998	58%		809.1
		1098		XS, S, M, L,	4.3	997			
		2749		28, 30, 32,	3.5	996			
1214	1214	2699	55% OFF	S, M, L, XL,	4.4	996	55%		1484.45
		699		XS, S, M, L,	4.1	996			
1019	1019	3399	70% OFF	S, M, L, XL,	4.2	996	70%		2379.3
	1249.5	2499	50% OFF	XS, S, M, L,	4.3	996	50%		1249.5
	319.6	799	60% OFF	XS, S, M, L,	4	996	60%		479.4
516	516	1099	53% OFF	39, 40, 42,	4.2	995	53%		582.47
696	696	1699	59% OFF	S, M, L, XL,	4.2	995	59%		1002.41
		3999		XS, S, M, L,	4.3	995			

Formula Bar: Q3 = `=IF(ISNUMBER([@Column1]),[@Column1]*[@[OriginalPrice (in Rs)]],IF(ISBLANK([@Column2])," ",[@Column2]))`

Filling the blank values with average value with the help of formula :
`=IF([@[Discount_offer]]=" ",AVERAGEIFS(Q:Q,D:D,[@Category]),[@[Discount_offer]])`
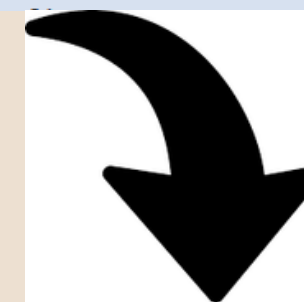
Discount_offe	Columr	Columr	Actual	Discour	Discour	Column5	
674.55	824	824	`=IF([@[Discount_offer]]=" ",AVERAGEIFS(Q:Q,D:D,[@Category]),`				
631.95	517	517	`[@[Discount_offer]])`				

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

There are no null values in the size options

Data Analysis

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

Average price for products with rating >4

=ROUND(AVERAGEIF(Table2[Ratings],">4",J:J),2)
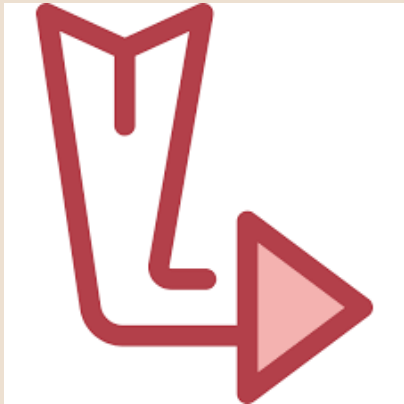
Average price for products with rating >4

1986.48

Avg of original price rating > 4 :
=ROUND(AVERAGEIF(Table2[Ratings],">4",J:J),2)

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

Count o ▼
45.00%
55.00%
55.00%
31.00%
35.00%
40.00%
60.00%
58.00%
13.20%
58.44%
55.00%
-39.06%
70.00%
50.00%
60.00%
53.00%
59.00%
67.31%
61.00%
75.00%
26.58%
55.00%
24.17%
50.00%
62.00%
57.00%
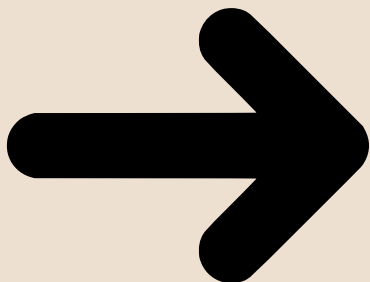
Count of no. of products with >50% discount

=COUNTIF(Table2[Discount Offer After filling blanks], ">50%")

**Count no. of products with >50% discount :
=COUNTIF(Table2[Discount Offer After filling blanks],">50%")**

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

Custom Autofilter   ?   ✕

Show rows where:

SizeOption

| contains ▾ | M ▾ |

◉ And   ◯ Or

| ▾ | ▾ |

Use ? to represent any single character
Use * to represent any series of characters

OK   Cancel

In this we to count no. of products available in size M :
We search in size column in search bar which contains M and then select column, below it will show no. of column containing size M.

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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

Discour ▾	Column5 ▾
45.00%	=IF([@[Discount Offer After filling blanks]]>=50%,"High Discount","Low Discount")
55.00%	High Discount
55.00%	High Discount
31.00%	Low Discount
35.00%	Low Discount
40.00%	Low Discount
60.00%	High Discount

In this we create new column to label High Discount for products having discount >50%, and Low Discount for Discount<50% with using formula : =IF([@[Discount Offer After filling blanks]]>=50%,"High Discount","Low Discount")

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Data Retrieval and Lookup

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

		11226634	
vlookup			
brande name	ratongs	Actual Price	
Maniac	3.9	731.39	

We used Vloolup to find product brand, ratings, price for product id 11226634 with the help of formula :
=VLOOKUP(Y10,Table2,{2,12,17},FALSE)

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

6744434

index+match
Actual Price after discount and blank values filled with average
=INDEX(Table2[Actual Price after discount and blank values filled with average],MATCH(Y10,Table2[Product_id],0))

INDEX(**array**, row_num, [column_num])
INDEX(**reference**, row_num, [column_num], [area_num])

6744434

index+match
Actual Price after discount and blank values filled with average
899.4

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

First we create a Drop down list by using Data Validation and Fill source for the list.

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

xlookup		11226634				
Product_id						
=XLOOKUP(Z12,Table2[Product_id],XLOOKUP(X14,Table2[#Headers],Table2))						

XLOOKUP(lookup_value, lookup_array, return_array, [if_not_found], [match_mode], [search_mode])

xlookup	11226634
Product_id	
11226634	

xlookup	11226634
BrandNam ▾	
Maniac	

xlookup	11226634
Actual_Price_AfterDiscount (in Rs)	
467	

This is how final cleaned sheet will look like.

	Product_id	BrandName	Category	Individual_	category	Description	OriginalPri	SizeOpt	Ratings	Reviews	Actual Price after discount and blank values filled with aver	Discount Offer After fill	Column
1													
2	2296012	Roadster	Bottom Wea	jeans	Men	roadster men navy	1499	28, 30, 32,	3.9	999	674.55	45.00%	Low Discount
3	13780156	LOCOMOTIVE	Bottom Wea	track-pants	Men	locomotive men b	1149	S, M, L, XL	4	999	631.95	55.00%	High Discount
4	11895958	Roadster	Topwear	shirts	Men	roadster men navy	1399	38, 40, 42,	4.3	999	769.45	55.00%	High Discount
5	4335679	Zivame	Lingerie & Sle	shapewear	Women	zivame women bla	1295	S, M, L, XL,	4.2	999	401.45	31.00%	Low Discount
6	11690882	Roadster	Western	tshirts	Women	roadster women w	599	XS, S, M, L,	4.2	999	209.65	35.00%	Low Discount
7	2490950	Mast & Harbour	Western	tops	Women	mast harbour wor	599	XS, S, M, L,	4.4	999	239.6	40.00%	Low Discount
8	6744434	HIGHLANDER	Bottom Wea	trousers	Men	highlander men oli	1499	30, 32, 34,	3.9	998	899.4	60.00%	High Discount
9	8439415	Mayra	Western	tops	Women	mayra pink embro	1395	S, M, L, XL	3.7	998	809.1	58.00%	High Discount
10	173813394	Roadster	Western	tshirts	Women	roadster women p	1098	XS, S, M, L,	4.3	997	953.0285637	13.20%	Low Discount
11	2359257	HERE&NOW	Bottom Wea	jeans	Men	herenow men blue	2749	28, 30, 32,	3.5	996	1142.50046	58.44%	High Discount
12	7695793	HRX by Hrithik R	Sports Wear	tights	Men	hrx by hrithik rosha	2699	S, M, L, XL,	4.4	996	1484.45	55.00%	High Discount
13	10307375	Roadster	Topwear	tshirts	Men	roadster men navy	699	XS, S, M, L,	4.1	996	972.033077	-39.06%	Low Discount
14	12873874	Anubhutee	Indian Wear	kurta-sets	Women	anubhutee womer	3399	S, M, L, XL,	4.2	996	2379.3	70.00%	High Discount
15	11634538	Athena	Western	jumpsuit	Women	athena women bla	2499	XS, S, M, L,	4.3	996	1249.5	50.00%	High Discount
16	2312181	Roadster	Western	tshirts	Women	roadster women n	799	XS, S, M, L,	4	996	479.4	60.00%	High Discount
17	13842386	HIGHLANDER	Topwear	shirts	Men	highlander men blu	1099	39, 40, 42,	4.2	995	582.47	53.00%	High Discount
18	10473520	Vishudh	Indian Wear	kurtas	Women	vishudh women blu	1699	S, M, L, XL,	4.2	995	1002.41	59.00%	High Discount
19	10561392	Sangria	Plus Size	kurta-sets	Women	sangria women gre	3999	XS, S, M, L,	4.3	995	1307.364569	67.31%	High Discount
20	12391750	Tokyo Talkies	Western	trousers	Women	tokyo talkies wom	2149	28, 30, 32,	4.1	995	1310.89	61.00%	High Discount
21	2522986	DressBerry	Western	tshirts	Women	dressberry women	999	XS, S, M, L,	4.3	995	749.25	75.00%	High Discount
22	173385142	Roadster	Western	tshirts	Women	roadster women p	1298	XS, S, M, L,	4.4	994	953.0285637	26.58%	Low Discount
23	12153330	Anouk	Indian Wear	kurtas	Women	anouk women mus	1599	XS, S, M, L,	3.8	993	879.45	55.00%	High Discount
24	1864573	Enamor	Lingerie & Sle	bra	Women	enamor black non	849	S, M, L, XL	4.2	993	643.8039839	24.17%	Low Discount
25	13205276	all about you	Western	shirts	Women	all about you wom	1499	XS, S, M, L,	4.2	993	749.5	50.00%	High Discount
26	11535928	KASSUALLY	Western	tops	Women	kassually blue flora	1299	XS, S, M, L,	4.3	992	805.38	62.00%	High Discount
27	6552977	RARE	Western	tops	Women	rare women maro	1299	S, M, L, XL	4.2	991	740.43	57.00%	High Discount
28	9476129	Zastraa	Western	trousers	Women	zastraa women m	2699	26, 28, 30,	4.1	991	1889.3	70.00%	High Discount

THANK YOU

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