

WEEK 1 CASE STUDY

ANALYSIS OF MYNTRA APPAREL

PRESENTATION – 2025



ABOUT OUR COMPANY

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.

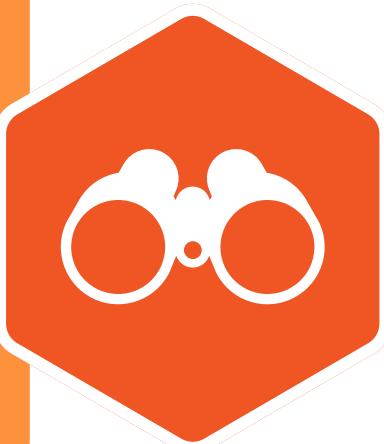




VISION AND MISSION

VISION

To be India's most preferred destination for fashion and lifestyle products, offering a personalized and delightful shopping experience for every customer.



MISSION

To democratize fashion in India by providing access to trendy, affordable, and high-quality apparel through a seamless digital shopping experience.



CATEGORY WISE AVERAGE

Categories	Average of DiscountPrice (in Rs)	Average of DiscountPrice Cleaned
Bottom Wear	₹ 908.81	₹ 908.81
Indian Wear	₹ 1,057.19	₹ 1,057.19
Inner Wear & Sleep Wear	₹ 532.42	₹ 532.42
Lingerie & Sleep Wear	₹ 605.51	₹ 605.51
Plus Size	₹ 710.73	₹ 710.73
Sports Wear	₹ 784.01	₹ 784.01
Topwear	₹ 698.21	₹ 698.21
Western	₹ 306.42	₹ 20.14
Grand Total	₹ 821.77	₹ 547.36



ANALYSIS OF MYNTRA APPAREL

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."

ANALYSIS OF MYNTRA APPAREL

PROJECT QUESTIONS



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.

A. DATA CLEANING AND PREPARATION



A. DATA CLEANING AND PREPARATION

1. CHECK FOR DUPLICATE VALUES IN YOUR DATASET AND REMOVE THEM.



NO DUPLICATE data present here as per PRODUCT_ID is a unique column . It is a unique identifier for all products .



A. DATA CLEANING AND PREPARATION

2. STANDARDIZE THE "DISCOUNTOFFER" COLUMN TO A SINGLE FORMAT, ENSURING ALL VALUES ARE UNIFORM.

All values of DISCOUNTOFFER column has been standardize to decimal (0.45) format usign the below mention formula. Done some cleaning also , like removing Rs. , * Hurry.

```
=IF(ISBLANK(K2),0,IF(ISNUMBER(SEARCH("%",K2)),VALUE(TRIM(LEFT(K2,FIND("%",K2)-1))),IF(ISNUMBER(SEARCH("Rs.",K2)),ROUND((VALUE(SUBSTITUTE(SUBSTITUTE(K2,"Rs. ",""),"OFF",""))/J2)*100,2),0)))/100
```

DiscountOffer	Discount Offer Standardize
45% OFF	0.45
55% OFF	0.55
55% OFF	0.55



A. DATA CLEANING AND PREPARATION

3. IDENTIFY ROWS WHERE BOTH "DISCOUNTPRICE" AND "DISCOUNTOFFER" ARE NULL AND FILL THE "DISCOUNTPRICE" WITH THE AVERAGE DISCOUNT PRICE OF THE RESPECTIVE CATEGORY.

Average of respective category has been inserted into the column of "DISCOUNTPRICE" where "DISCOUTNPRICE" and "DISCOUTNOFFER" both have "BLANK" values .

```
=IF(ISBLANK([@[DiscountPrice (in Rs)]]),IF(ISBLANK([@DiscountOffer]),AVERAGEIFS(H:H,D:D,[@Category]),[@[DiscountPrice (in Rs)]]),[@[DiscountPrice (in Rs)]])
```

DiscountPrice (in Rs)	DiscountPrice Cleaned	OriginalPrice (in Rs)	DiscountOffer
824	824.00	1499	45% OFF
517	517.00	1149	55% OFF
629	629.00	1399	55% OFF
893	893.00	1295	31% OFF
209.65	209.65	599	35% OFF
239.6	239.60	599	40% OFF
599	599.00	1499	60% OFF
	0.00	1395	58% OFF
	306.42	1098	
	908.81	2749	



A. DATA CLEANING AND PREPARATION

4. REPLACE ALL NULL VALUES IN THE "SIZEOPTION" COLUMN WITH THE TEXT "NOT AVAILABLE."

All null values in the "SIZEOPTION" has been inserted with "NOT AVAILABLE" using the below excel formula .

```
=IF(ISBLANK(M2),"Not Available",M2)
```

SizeOption	SizeOption Cleaned
28, 30, 32, 34, 36	28, 30, 32, 34, 36
S, M, L, XL	S, M, L, XL
	Not Available



B. DATA ANALYSIS



B. DATA ANALYSIS

1.CALCULATE THE OVERALL AVERAGE ORIGINAL PRICE FOR PRODUCTS WITH RATINGS GREATER THAN 4.

1797.65 is calculated Average for “Original Price” for products with rating more than 4 using below mention excel formula .

=AVERAGEIF(Table4[Ratings],>4,Table4[OriginalPrice (in Rs)])

Q-1	1797.651
-----	----------



B. DATA ANALYSIS

2.COUNT THE NUMBER OF PRODUCTS WITH A DISCOUNT OFFER GREATER THAN 50% OFF.

5519 is the Count for products with Discount Offer Greater than 50% OFF , done using below mention formula.

=COUNTIF(Table4[Discount Offer Standardize],">0.50")

Q-2	5519
-----	------



B. DATA ANALYSIS

3.COUNT THE NUMBER OF PRODUCTS AVAILABLE IN SIZE "M."

6582 is the Count for products with that have "M" Size option available right now , done using below mention formula.

```
=COUNTIF(Table4[SizeOption Cleaned],"*M*")
```

Q-3	6582
-----	------

Note : Here I leannt new concept called WildCards in excel that helps in matching a specific text in cell with multiple values .



B. DATA ANALYSIS

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."

created new column labelled as “DISCOUTTYPE LABEL” with values “HIGH DISCOUNT” if “DISOCUNT OFFER” have value more than 50% (0.50) “LOW DISCOUNT” have value less than 50% (0.50) , done usign the below mention formula .

=IF([@Discount Offer Standardize]>0.5,"High Discount","Low Discount")

Discount Offer Standardize	DiscountType Label
0.45	Low Discount
0.55	High Discount



C. DATA RETRIEVAL AND LOOKUP



C. DATA RETRIEVAL AND LOOKUP

1. USE VLOOKUP/XLOOKUP TO FIND THE PRODUCT BRAND, PRICE, AND RATING OF THE PRODUCT WITH PRODUCT_ID "11226634".

Used VLOOKUP function get Brand Name , Price and Ratign of Product_ID = "11226634" .

BrandName - =VLOOKUP(v10,Table4[[Product_id]:[Reviews]],2,FALSE)

Price - =VLOOKUP(v10,Table4[[Product_id]:[Reviews]],8,FALSE)

Rating - =VLOOKUP(v10,Table4[[Product_id]:[Reviews]],15,FALSE)

	Brand name	Price	Rating
Q-1	Maniac	₹ 467.00	3.9



C. DATA RETRIEVAL AND LOOKUP

2.FIND THE "DISCOUNTPRICE" FOR THE PRODUCT WITH THE PRODUCT ID "6744434" USING THE INDEX AND MATCH FUNCTIONS.

Used INDEX and MATCH functions get Brand Name , Price and Ratign of Product_ID = "6744434" .

BrandName - =INDEX(C:C,MATCH(W10,B:B,0))

Price - =INDEX(J:J,MATCH(W10,B:B,0))

Rating - =INDEX(P:P,MATCH(W10,B:B,0))

	Brand name	Price	Rating
Q-2	HIGHLANDER	₹ 1,499.00	3.9



C. DATA RETRIEVAL AND LOOKUP

3. UTILIZE NESTED XLOOKUP TO FIND ANY COLUMN'S DETAIL OF A PRODUCT WITH IT'S PRODUCT ID.

```
=XLOOKUP(v10, Table4[Product_id], XLOOKUP(x13, Table4[#Headers],  
Table4))
```

Used **INDEX and MATCH functions** get **Brand Name , Price and Rating** of Product_ID = "6744434" .

v10 = ProductID

Table4[Product_id] = ProductIDs column

x13 = ColumnName

Table4[#Headers] = Table Headers as we want to search that

XLOOKUP(x13, Table4[#Headers], Table4) - returns all values of respective column of x13 (columnName) → **Nested XLOOKUP()**



OUR CONTACT INFORMATION

You can contact Myntra customer support by email at communications@Myntra.com for general questions and comments. You can also email customergrievance@myntra.com for grievances.

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MYNTRA

THANK YOU

FOR YOUR ATTENTION

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