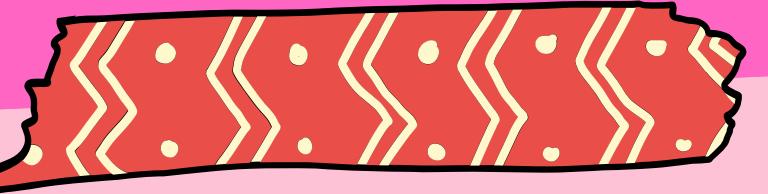


# Myntra Project

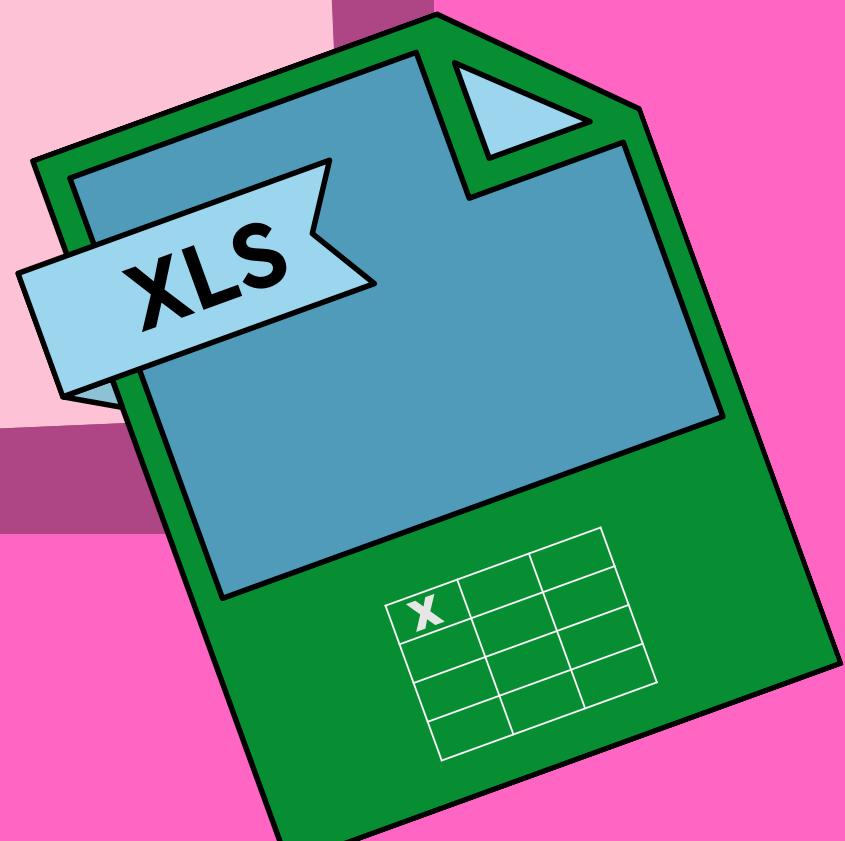
Presented by: N. Hari Krishna





# Introduction

- "Welcome to our presentation on Myntra sales analysis. In this project, we utilized Excel to analyze real data from Myntra, one of India's premier online fashion retailers.



# Project objectives



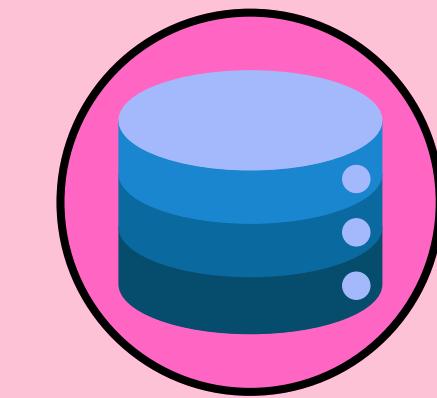
DATA CLEANING



DATA PROCESSING



DATA ANALYSIS

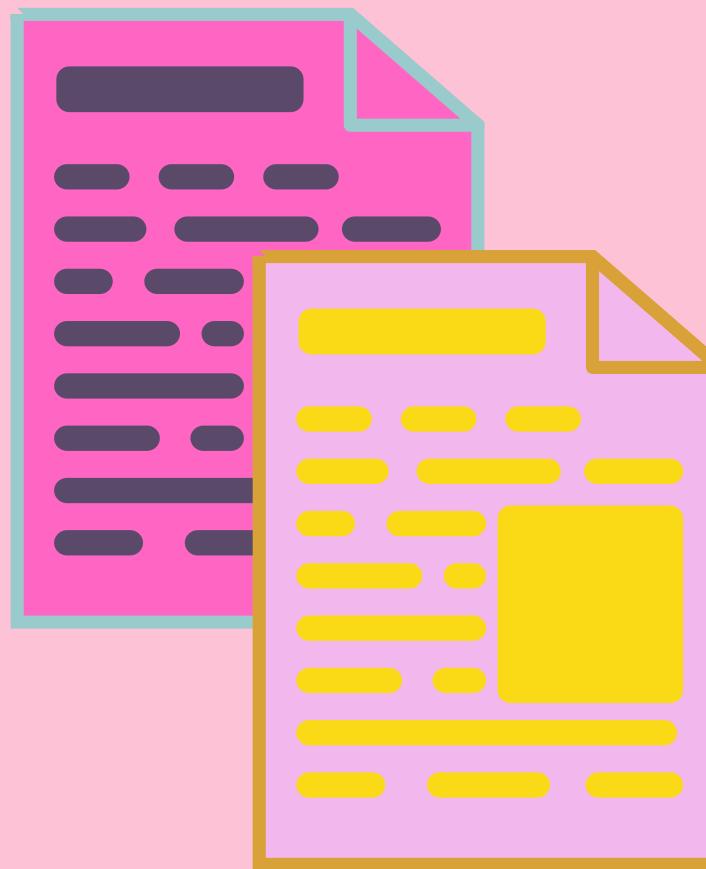


DATA RETRIEVAL  
LOOKUP



# Step -1

Checking Duplicate values in dataset and remove them



Remove Duplicates

To delete duplicate values, select one or more columns that contain duplicates.

Select All    Unselect All    My data has headers

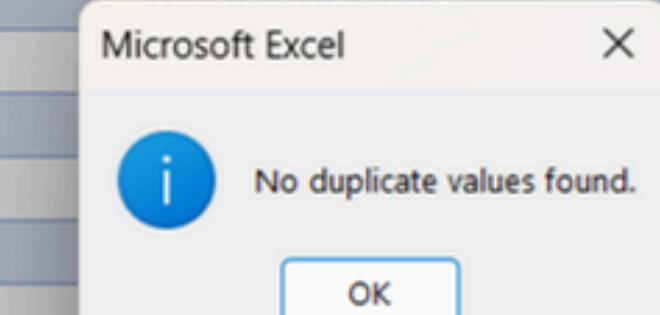
Columns

URL  
 Product\_id  
 BrandName  
 Category  
 Individual\_category

OK   Cancel

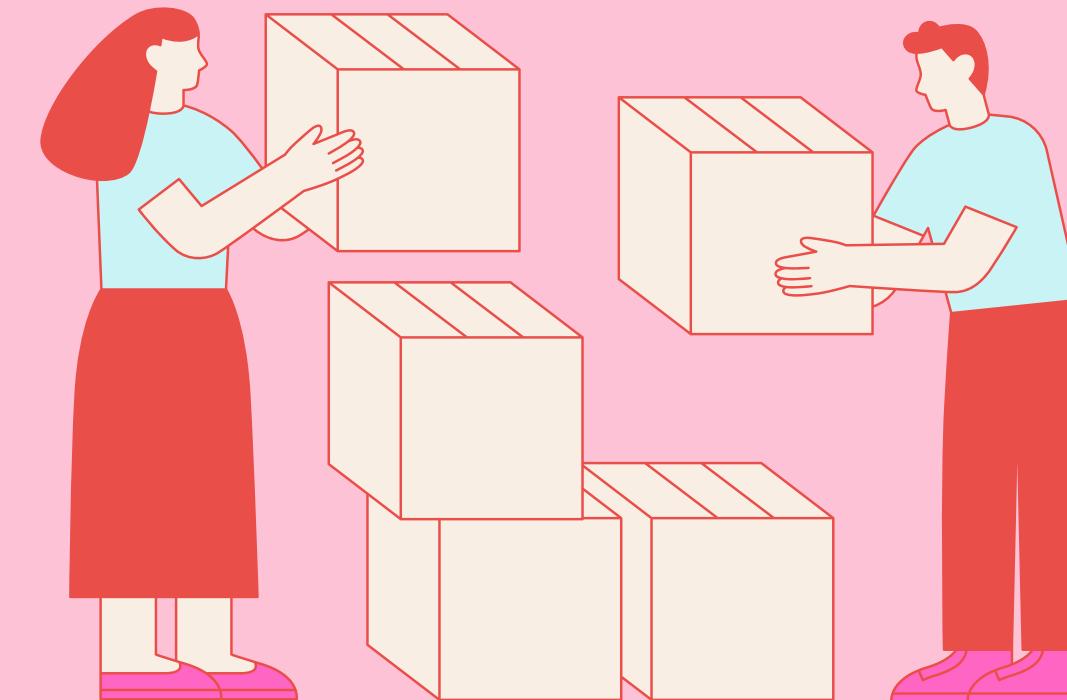
2250012 Roadster   13780156 LOCO  
11895958 Roadster   4335679 Zivame  
11690882 Roadster   2490950 Mast  
6744434 HIGHTECH  
8439415 Mayur  
17381394 Roadster   2359257 HERITAGE  
7695793 HRX  
10307375 Roadster   12873874 Anupama  
11634538 Athene   2312181 Roadster  
western   tshirts   women

vear	shirts	Men	roadster men	629
erie & S	shapewear	Women	zivame women	893
tern	tshirts	Women	roadster women white solid v neck pure	
tern	tops	Women	mast harbour women yellow solid tank top	
om We	trousers	Men	highlander men	599
tern	tops	Women	a line pure cotton	
tern	tshirts	Women	? solid t shirts	
om We	jeans	Men	t mid rise clean	
ts Wear	tights	Men	1214	
vear	tshirts	Men	white striped polo	
n Wear	kurta-sets	Women	anubhutee wc	1019
tern	jumpsuit	Women	athena women black solid basic jumpsuit	
tern	tshirts	Women	roadster women maroon solid round neck	
vear	shirts	Men	highlander men	516



## Step - 2

standardize the  
“Discount Offer”  
column to single  
format

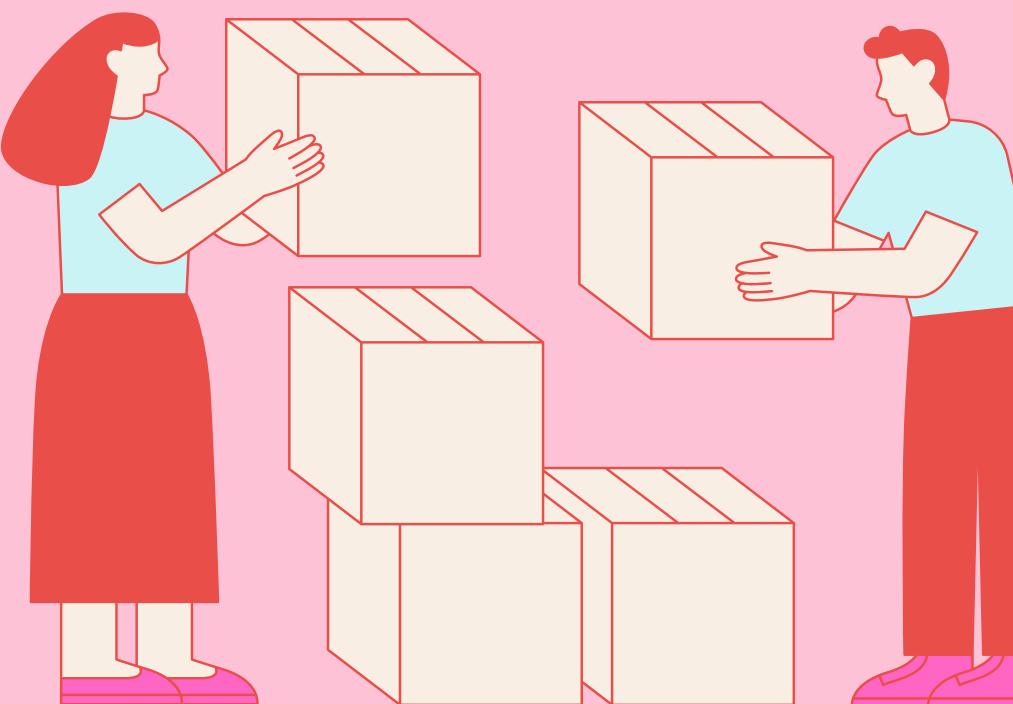


M	N	O	P	Q	R
Reviews					
.9	999	=trim(substitute([@DiscountOffer],"Rs.",""))			
4	999				
.3	999				
.2	999				

J	K	L	M	N	O	P
DiscountOffer	SizeOption	Ratings	Reviews	Column		
9 45% OFF	28, 30, 32, 34,	3.9	999	45% OFF		
9 55% OFF	S, M, L, XL	4	999	55% OFF		
9 55% OFF	38, 40, 42, 44,	4.3	999	55% OFF		
9 31% OFF	S, M, L, XL, XX	4.2	999	31% OFF		
9 35% OFF	XS, S, M, L, XL	4.2	999	35% OFF		
9 40% OFF	XS, S, M, L, XL	4.4	999	40% OFF		
9 60% OFF	30, 32, 34, 36	3.9	998	60% OFF		
9 58% OFF	S, M, L, XL	3.7	998	58% OFF		
8	XS, S, M, L, XL	4.3	997			
9	28, 30, 32, 34,	3.5	996			
9 55% OFF	S, M, L, XL, XX	4.4	996	55% OFF		

# Step - 2

standardize the  
“Discount Price”  
column to single  
format

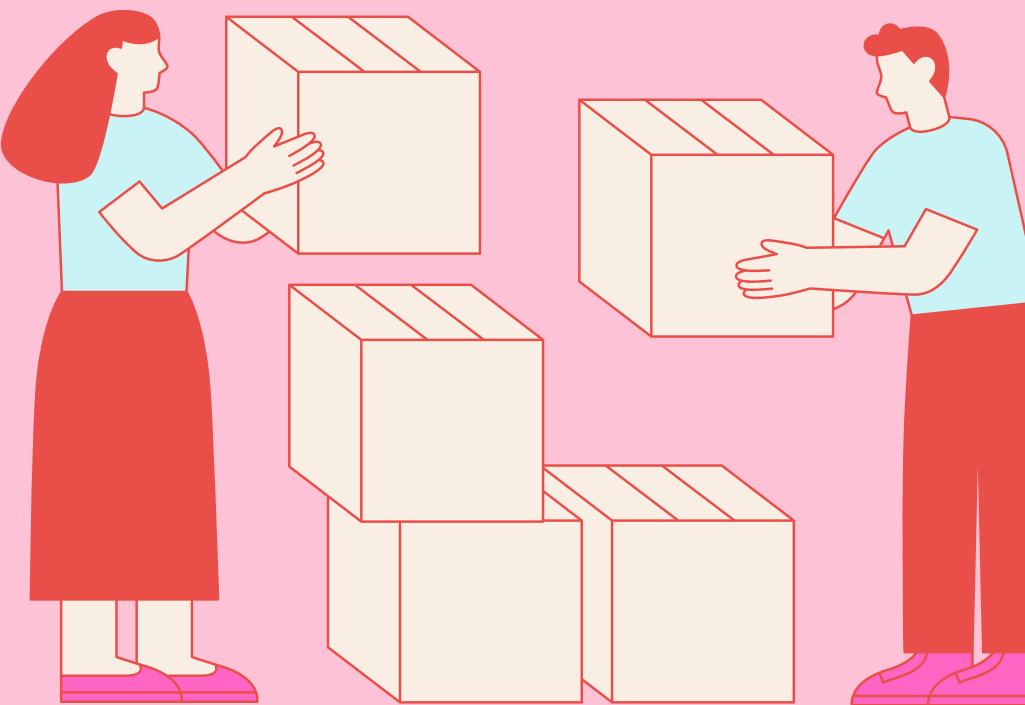


M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
Reviews	Column	Column												
999	45% OFF	=IF(ISNUMBER(SEARCH("%",[@Column1])),(LEFT([@Column1],SEARCH("%",[@Column1])-1)/100)*[@[OriginalPrice (in Rs)]],[@Column1])												
999	55% OFF													
999	55% OFF													
999	31% OFF													
999	35% OFF													
999	40% OFF													
998	60% OFF													

J	K	L	M	N	O	P	Q	R	S	T	U	V
DiscountOffer	SizeOption	Ratings	Reviews	Column	Discount amount							
45% OFF	28, 30, 32, 34,	3.9	999	45% OFF	674.55							
55% OFF	S, M, L, XL	4	999	55% OFF	631.95							
55% OFF	38, 40, 42, 44,	4.3	999	55% OFF	769.45							
31% OFF	S, M, L, XL, XXL	4.2	999	31% OFF	401.45							
35% OFF	XS, S, M, L, XL	4.2	999	35% OFF	209.65							
40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6							
60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4							
58% OFF	S, M, L, XL	3.7	998	58% OFF	809.1							
	XS, S, M, L, XL	4.3	997									
	28, 30, 32, 34,	3.5	996									
55% OFF	S, M, L, XL, XXL	4.4	996	55% OFF	1494.45							

## Step - 2

standardize the  
“Discount Price”  
column to single  
format



J	K	L	M	N	O	P	Q	R	S	T	U
199	45% OFF	28, 30, 32, 34,	3.9	999	45% OFF	674.55	=if([@Discount amount]=""",""',[@Discount amount])/[@OriginalPrice (in Rs)]*100)				
149	55% OFF	S, M, L, XL	4	999	55% OFF	631.95	[@OriginalPrice (in Rs)]*100)				
399	55% OFF	38, 40, 42, 44,	4.3	999	55% OFF	769.45					
295	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					
399	40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6					
199	60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4					

I	J	K	L	M	N	O	P	Q	R
OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews	Column	Discount amount	Discount offer		
824	1499	45% OFF	28, 30, 32, 34,	3.9	999	45% OFF	674.55	45	
517	1149	55% OFF	S, M, L, XL	4	999	55% OFF	631.95	55	
629	1399	55% OFF	38, 40, 42, 44,	4.3	999	55% OFF	769.45	55	
893	1295	31% OFF	S, M, L, XL, XXL	4.2	999	31% OFF	401.45	31	
599	599	35% OFF	XS, S, M, L, XL	4.2	999	35% OFF	209.65	35	
599	599	40% OFF	XS, S, M, L, XL	4.4	999	40% OFF	239.6	40	
599	1499	60% OFF	30, 32, 34, 36	3.9	998	60% OFF	899.4	60	
pure cotton shirts	1395	58% OFF	S, M, L, XL	3.7	998	58% OFF	809.1	58	
clean shirts	1098		XS, S, M, L, XL	4.3	997				
clean	2749		28, 30, 32, 34,	3.5	996				
1214	2699	55% OFF	S, M, L, XL, XXL	4.4	996	55% OFF	1484.45	55	
ipad pc	699		XS, S, M, L, XL,	4.1	996				
1019	3399	70% OFF	S, M, L, XL, XXL	4.2	996	70% OFF	2379.3	70	

# Step - 3

Fill missing  
Discount offer %  
and Discount Price  
with the average of  
their respective  
categories.



P	Q	R	S	T	U	V	W	X	Y	Z	AA
Discount offer %	Column										
45	=IF([@Discount offer %]="",AVERAGEIFS([Discount offer %],[Category],[@Category]),[@Discount offer %])										
55											
55											
31											
35											
40											
60											

N	O	P	Q	R	S	T	U
%	Discount Amount						
45	674.55	=FLOOR.MATH([@[OriginalPrice (in Rs)])-[@[Discount Amount]])					
55	631.95						
55	769.45						
31	401.45						
35	209.65						

# Step - 3

Fill missing  
Discount offer %  
and Discount Price  
with the average of  
their respective  
categories.



I	J	K	L	M	N
ngs	Reviews	OriginalPrice (in Rs)	Discount offer %	Discount Amount	Discounted Price
3.9	999	1499	45	674.55	824
4	999	1149	55	631.95	517
4.3	999	1399	55	769.45	629
4.2	999	1295	31	401.45	893
4.2	999	599	35	209.65	389
4.4	999	599	40	239.6	359
3.9	998	1499	60	899.4	599
3.7	998	1395	58	809.1	585
4.3	997	1098	51	557.8670011	540
3.5	996	2749	47	1292.533448	1456
4.4	996	2699	55	1484.45	1214
4.1	996	600	40	244.6205216	254

TO MAINTAIN DATA ACCURACY, WE FILLED MISSING 'DISCOUNT OFFER %' AND 'DISCOUNTED PRICE' VALUES WITH THE AVERAGE VALUES FROM THEIR RESPECTIVE CATEGORIES. THIS METHOD ENSURES CONSISTENCY AND RELIABILITY IN OUR DATASET, ALLOWING FOR PRECISE ANALYSIS AND INSIGHTS.

# Step - 4

Calculating the overall average original price for products with ratings greater than 4 stars



M	N	O	P	Q	R	S	T	U	V	W
Discount Amount	Discounted Price									
675	824									
632	517									
769	629									
401	893									
210	389									

=AVERAGEIFS(Table1[OriginalPrice (in Rs)],Table1[Ratings],">4")

1966.667

WE CALCULATED THE OVERALL AVERAGE ORIGINAL PRICE FOR PRODUCTS RATED ABOVE 4 STARS TO IDENTIFY PRICING TRENDS FOR HIGHLY-RATED ITEMS. THIS ANALYSIS HELPS US UNDERSTAND THE VALUE AND PRICING STRATEGY OF TOP-PERFORMING PRODUCTS.

# Step - 5

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



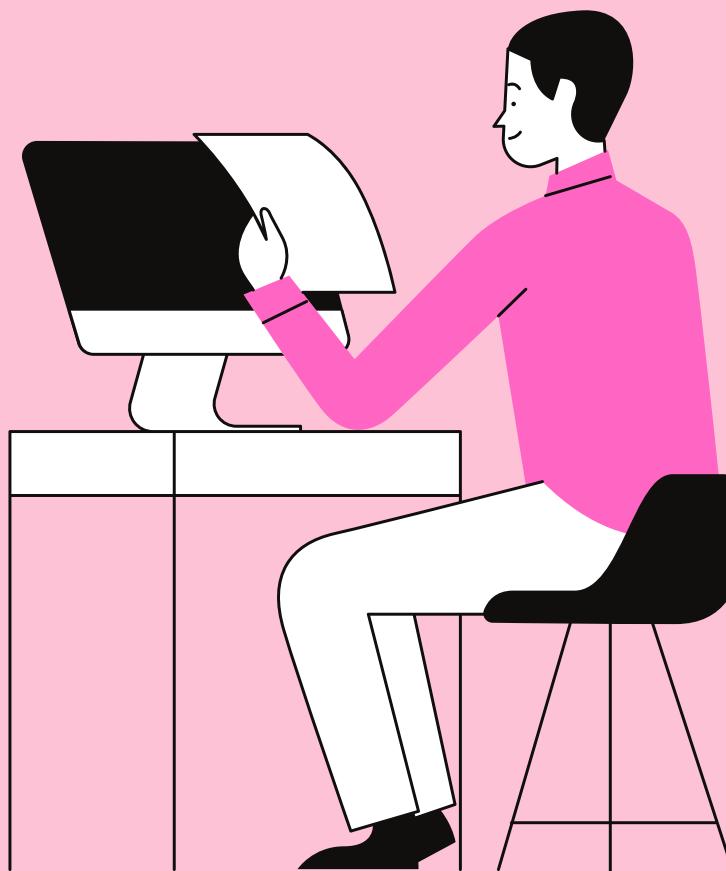
I	O	P	Q	R	S	T	U	V
ed Price								
	824							
	517							
	629							
	893							
	389							
	359							
	599							
	585							
	540							

120199
--------

WE COUNTED THE NUMBER OF PRODUCTS  
OFFERING MORE THAN 50% OFF TO GAUGE  
THE PREVALENCE OF HIGH-DISCOUNT ITEMS.  
THIS COUNT HIGHLIGHTS SIGNIFICANT  
PROMOTIONAL ACTIVITIES WITHIN OUR  
PRODUCT RANGE.

# Step - 6

Counting the  
number of products  
available in size  
“M”



517
629
893
389
359
599
585
540
1456
1214

=COUNTIF(Table1[SizeOption],"m")

69

WE COUNTED THE NUMBER OF PRODUCTS  
AVAILABLE IN SIZE "M" TO ASSESS THE  
INVENTORY FOR THIS POPULAR SIZE. THIS  
ANALYSIS HELPS ENSURE ADEQUATE STOCK  
LEVELS FOR CUSTOMER DEMAND.

## Step - 7

New Column for  
“High Discount”  
greater than 50%  
OFF less than that  
“Low Discount”

N	O	P	Q	R	S	T	U
Discounted Price							
824	=if([@Discount offer %]>50,"High Discount","Low Discount")						
517							
629							
893							

M	N	O	P	Q	R
Discount Amount	Discounted Price	Column1			
675	824	Low Discount			
632	517	High Discount			
769	629	High Discount			
401	893	Low Discount			
210	389	Low Discount			
240	359	Low Discount			
899	599	High Discount			
809	585	High Discount			

## Step - 8

Finding the brand,  
price and rating of  
the product with  
product\_id

“11226634” by using  
VLOOKUP



Product_id	Discount	Category
769	629	High Discount
401	893	Low Discount
210	389	Low Discount
240	359	Low Discount
899	599	High Discount
809	585	High Discount
558	540	High Discount
1293	1456	Low Discount
1484	1214	High Discount
345	354	Low Discount
2379	1019	High Discount
1250	1249	Low Discount

11226634

=VLOOKUP(Q7,Table1[[Product\_id]:[Column1]],{2,8,10},0)

Discount	Category	Product_id	Brand	ratings	price
389	Low Discount				
359	Low Discount	11226634			
599	High Discount				
585	High Discount				
540	High Discount				
456	Low Discount		Maniac	3.9	1199
214	High Discount				
354	Low Discount				
019	High Discount				
249	Low Discount				

# Step - 9

Finding the  
“Discount price” for  
the product\_id  
“6744434” by using  
Index and Match  
function



599	High Discount
585	High Discount
540	High Discount
1456	Low Discount
1214	High Discount
354	Low Discount
1019	High Discount
1249	Low Discount
319	High Discount
516	High Discount
696	High Discount
1590	High Discount
838	High Discount
249	High Discount
638	High Discount
720	High Discount

INDEX AND MATCH      6744434

=INDEX(Table1[Discount Amount],MATCH(\$15,Table1[Product\_id],0))

1214	High Discount
354	Low Discount
1019	High Discount
1249	Low Discount
319	High Discount
516	High Discount
696	High Discount
1590	High Discount
838	High Discount
249	High Discount

INDEX AND MATCH      6744434

899.4

# Conclusions

In our Myntra Excel project, we systematically addressed data completeness by filling missing values in `Discount offer %` and `Discounted Price` with category-specific averages. This approach ensured data consistency and enhanced the reliability of our analysis. By leveraging Excel's powerful functions, we were able to maintain the integrity of our dataset, providing a robust foundation for informed decision-making and deeper insights into discount patterns across different product categories.



Thank's For  
Watching