## PROJECT-1

By Harsh Prajapat

**ANALYSIS** 

FOR-

**MYNTRA** 

**APPAREL** 



# ABOUT THE COMPANY;

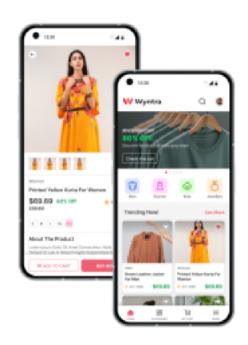
Myntra is a leading Indian fashion e-commerce platform headquartered in Bengaluru. Founded in 2007 by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena, it initially focused on personalized gift items before pivoting to fashion and lifestyle products. In 2014, Myntra was acquired by Flipkart but continues to operate as an independent brand, catering to fashion-conscious consumers across India.

The platform offers a wide range of products including apparel, footwear, accessories, and beauty items from both Indian and international brands. Known for its user-friendly app, Myntra emphasizes convenience with features like express delivery and easy returns.



Redesigning Myntra

Mobile App



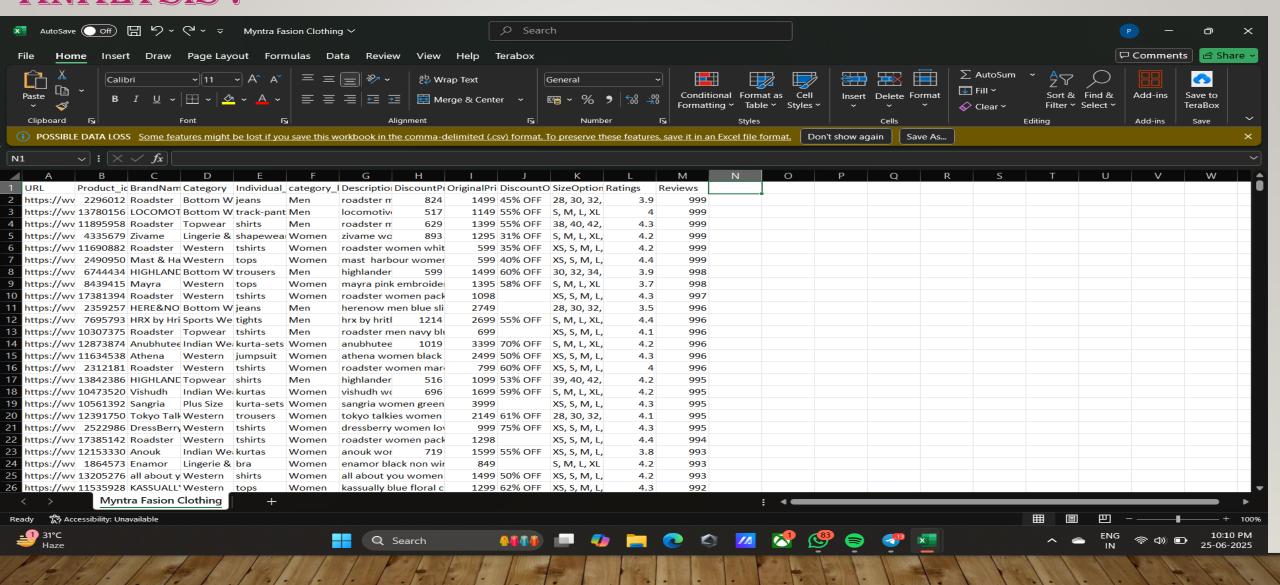


## PROBLEM STATEMENT:-

- You are working at Myntra, a leading online fashion retailer.

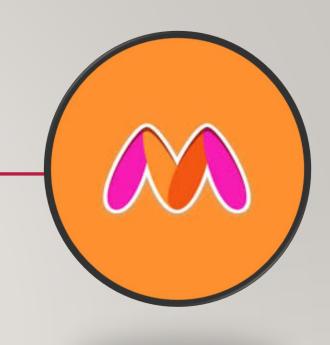
  The management has asked you to analyze a dataset of various apparel items to gain insights into pricing, discounts, ratings and available sizes.
- A dataset is given which is of Excel.
- There are around 50,00,000 rows and 13 columns in the dataset.

# THIS IS THE RAW DATASET WHICH WAS GIVEN FOR ANALYSIS:-



# OUR GOALS:-

- A. Data cleaning and preparation.
- · B. Data Analysis.
- C. Data Retrieval and Lookup.

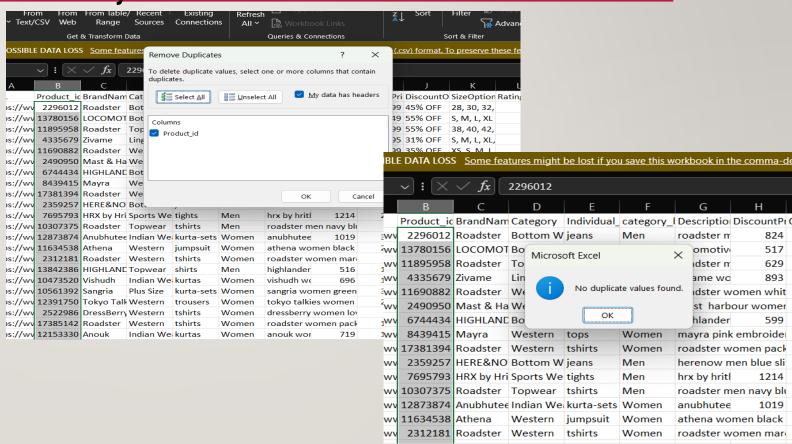


## A. DATA CLEANING AND PREPARATION.



1. Check for duplicate values in your dataset and remove them.

To remove duplicates in the dataset....
firstly select the product ID column and go to **DATA SECTION** and select
Remove Duplicates option.



# A. DATA CLEANING AND PREPARATION.



## 2. Standardize the "Discount Offer" column to a single format, ensuring all values are uniform.

	Н		К	
<del>-</del>	▼ OriginalPrice (in Rs) ▼	DiscountOffer -		Reviews
roadster men navy blue slim fit mid rise clean look jeans		45% OFF	3.9	9
locomotive men black white solid slim fit track pants	1149	55% OFF	4	9
roadster men navy white black geometric printed sustainable casual shirt	1399	55% OFF	4.3	9
zivame women black saree shapewear zi3023core0nude	1295	31% OFF	4.2	g
roadster women white solid v neck pure cotton t shirt	599	35% OFF	4.2	9
mast harbour women yellow solid tank top	599	40% OFF	4.4	ç
highlander men olive green slim fit solid regular trousers	1499	60% OFF	3.9	9
mayra pink embroidered a line pure cotton top	1395	58% OFF	3.7	g
roadster women pack of 2 solid t shirts	1098		4.3	g
herenow men blue slim fit mid rise clean look ankle length stretchable jeans	2749		3.5	9
hrx by hrithik roshan men rapid dry training tights	2699	55% OFF	4.4	9
roadster men navy blue white striped polo collar pure cotton t shirt	699		4.1	9
anubhutee women pink white printed kurta with trousers dupatta	3399	70% OFF	4.2	9
athena women black solid basic jumpsuit	2499	50% OFF	4.3	9
roadster women maroon solid round neck t shirt	799	60% OFF	4	
highlander men blue black slim fit printed casual shirt	1099	53% OFF	4.2	9
vishudh women blue pink floral print a line kurta	1699	59% OFF	4.2	9
sangria women green off white printed kurta with palazzos dupatta	3999		4.3	9
tokyo talkies women olive green regular fit solid cargos	2149	61% OFF	4.1	9
dressberry women lovely olive typography talking tee	999	75% OFF	4.3	9
roadster women pack of 2 printed cotton t shirt	1298		4.4	9
anouk women mustard yellow gold toned printed straight kurta	1599	55% OFF	3.8	9
enamor black non wired removable pads high coverage medium impact sports bra sb08	849		4.2	9
all about you women mauve stretchable casual shirt	1499	50% OFF	4.2	9
kassually blue floral cinched waist top with puff sleeves	1299	62% OFF	4.3	9
rare women maroon striped top	1299	57% OFF	4.2	9

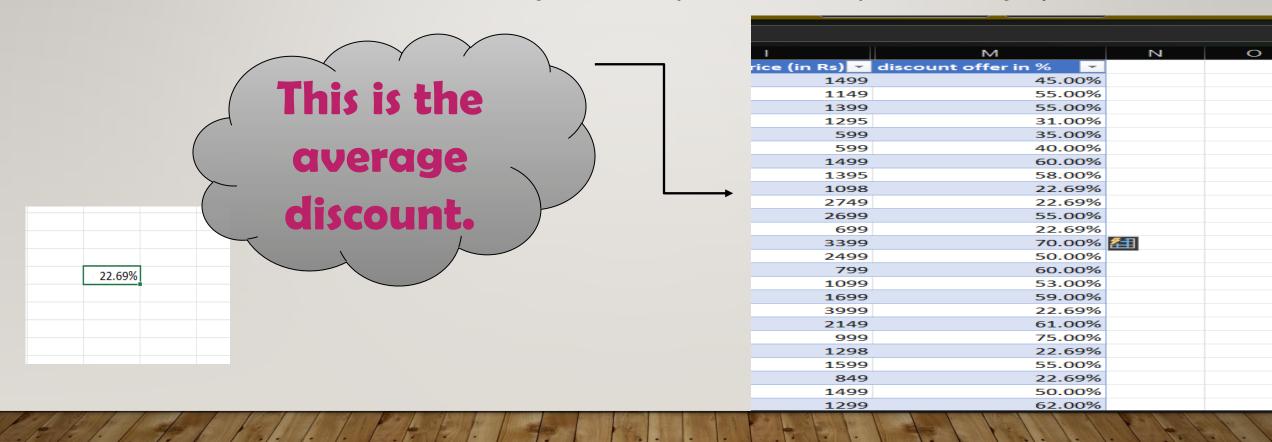


F		Н		М	
tegory_by_Gender_	Description Disc	ountPrice (in Rs) 🔻 Origi	nalPrice (in Rs) ▼ discou	ınt offer in %	
en	roadster men r	824	1499	45.00%	
en	locomotive me	517	1149	55.00%	
en	roadster men r	629	1399	55.00%	
omen	zivame womer	893	1295	31.00%	
omen	roadster women w	hite solid v neck pure	599	35.00%	
omen	mast harbour wom	nen yellow solid tank	599	40.00%	
en	highlander mer	599	1499	60.00%	I
omen	mayra pink embroid	dered a line pure cot	1395	58.00%	П
omen	roadster women pa	ack of 2 solid t shirts	1098		
en	herenow men blue	slim fit mid rise clear	2749		
en	hrx by hrithik re	1214	2699	55.00%	5
en	roadster men navy	blue white striped p	699		59
omen	anubhutee wo	1019	3399	70.00%	599
omen	athena women blac	ck solid basic jumpsu	2499	50.00%	599
omen	roadster women m	aroon solid round ne	799	60.00%	599
en	highlander mer	516	1099	53.00%	
omen	vishudh wome	696	1699	59.00%	99
omen	sangria women gree	en off white printed	3999		8
omen	tokyo talkies wome	en olive green regula	2149	61.00%	
omen	dressberry women	lovely olive typograp	999	75.00%	1
omen	roadster women pa	ack of 2 printed cotto	1298		
omen	anouk women	719	1599	55.00%	
omen	enamor black non v	wired removable pad	849		
omen	all about you wome	en mauve stretchable	1499	50.00%	

# A. DATA CLEANING AND PREPARATION.



3. Identify rows where both "Discount Price" and "Discount Offer" are null and fill the Discount Price with the average discount price of the respective category.

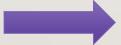


# A. DATA CLEANING AND PREPARATION.



4. Replace all the null values in "Size Option" column with the text "Not Available".

For replacing all the null values in size option with the text not available, we use this formula in excel.



igain	Save As	=				
gaiii	Jave A.	3				
	М	N	0	Р	Q	
- 0	discount 🕶	size 2				
32,	45.00%	=IF([@[size]]="","	not availab	ole",[@[size	11)	
, XL		S IF(logical_test, [v				
42,	55.00%	38, 40, 42, 44, 46,	48			
, XL,	31.00%	S, M, L, XL, XXL				
Λ, L,	35.00%	XS, S, M, L, XL				
Λ, L,	40.00%	XS, S, M, L, XL				
34,	60.00%	30, 32, 34, 36				
, XL	58.00%	S, M, L, XL				
Л, L,	22.69%	XS, S, M, L, XL				
32,	22.69%	28, 30, 32, 34, 36				
, XL,	55.00%	S, M, L, XL, XXL				
Λ, L,	22.69%	XS, S, M, L, XL, XXL	, 3XL, 4XL			
, XL,	70.00%	S, M, L, XL, XXL				
Λ, L,	50.00%	XS, S, M, L, XL				
Λ, L,	60.00%	XS, S, M, L, XL				
42,	53.00%	39, 40, 42, 44				
, XL,	59.00%	S, M, L, XL, XXL				
Л, L,	22.69%	XS, S, M, L, XL, XXL	, 3XL			
32,	61.00%	28, 30, 32, 34				
Λ, L,	75.00%	XS, S, M, L, XL				
Λ, L,	22.69%	XS, S, M, L, XL				
Л, L,	55.00%	XS, S, M, L, XL, XXL				

## THIS IS THE DATASET AFTER CLEANING.

2	<b>∨</b> ]	fx												
Α	В	С	D	Е	F	G	Н	1		J	K	L	М	
URL 💌	Product_id 💌	BrandName 🔻	Category *	Individual_category ▼	category_by_Gender 🔻	Description 🔻 D	iscountPrice (in Rs)	OriginalPrice (	in Rs) 🔻 R	Ratings 🔽 Rev	views 🔽 disc	ount offer in 🔽 size	2	<b>v</b>
https://wv	2296012	Roadster	Bottom Wea	a jeans	Men	roadster men r	82	4	1499	3.9	999	45.00% 28,	30, 32, 34, 36	
https://wv	13780156	LOCOMOTIVE	Bottom Wea	track-pants	Men	locomotive me	51	7	1149	4	999	55.00% S, M	, L, XL	
https://wv	11895958	Roadster	Topwear	shirts	Men	roadster men r	62	9	1399	4.3	999	55.00% 38,4	10, 42, 44, 46, 48	
https://wv	4335679	Zivame	Lingerie & Sl	shapewear	Women	zivame womer	89	3	1295	4.2	999	31.00% S, M	, L, XL, XXL	
https://wv	11690882	Roadster	Western	tshirts	Women	roadster women	white solid v neck pu	r€	599	4.2	999	35.00% XS, 9	5, M, L, XL	
https://wv	2490950	Mast & Harbou	Western	tops	Women	mast harbour we	omen yellow solid tar	nk	599	4.4	999	40.00% XS, S	5, M, L, XL	
https://wv	6744434	HIGHLANDER	Bottom Wea	trousers	Men	highlander mer	59	9	1499	3.9	998	60.00% 30,	32, 34, 36	
https://wv	8439415	Mayra	Western	tops	Women	mayra pink embr	oidered a line pure co	ot	1395	3.7	998	58.00% S, M	, L, XL	
https://wv	17381394	Roadster	Western	tshirts	Women	roadster women	pack of 2 solid t shirt	S	1098	4.3	997	22.69% XS, 9	5, M, L, XL	
https://wv	2359257	HERE&NOW	Bottom Wea	a jeans	Men	herenow men blu	ue slim fit mid rise cle	aı	2749	3.5	996	22.69% 28,	30, 32, 34, 36	
https://wv	7695793	HRX by Hrithik	Sports Wear	rtights	Men	hrx by hrithik rc	121	4	2699	4.4	996	55.00% S, M	, L, XL, XXL	
https://wv	10307375	Roadster	Topwear	tshirts	Men	roadster men na	vy blue white striped	р	699	4.1	996	22.69% XS, 9	5, M, L, XL, XXL, 3XL, 4XL	
https://wv	12873874	Anubhutee	Indian Wear	kurta-sets	Women	anubhutee wo	101	9	3399	4.2	996	70.00% S, M	, L, XL, XXL	
https://wv	11634538	Athena	Western	jumpsuit	Women	athena women b	lack solid basic jumps	su	2499	4.3	996	50.00% XS, 9	5, M, L, XL	
https://wv	2312181	Roadster	Western	tshirts	Women	roadster women	maroon solid round	n€	799	4	996	60.00% XS, 9	5, M, L, XL	
https://wv	13842386	HIGHLANDER	Topwear	shirts	Men	highlander mer	51	6	1099	4.2	995	53.00% 39,	10, 42, 44	
https://wv	10473520	Vishudh	Indian Wear	kurtas	Women	vishudh wome	69	6	1699	4.2	995	59.00% S, M	, L, XL, XXL	
https://wv	10561392	Sangria	Plus Size	kurta-sets	Women	sangria women g	reen off white printe	ed	3999	4.3	995	22.69% XS, 9	5, M, L, XL, XXL, 3XL	
https://wv	12391750	Tokyo Talkies	Western	trousers	Women	tokyo talkies wo	men olive green regu	aı	2149	4.1	995	61.00% 28,	30, 32, 34	
https://wv	2522986	DressBerry	Western	tshirts	Women	dressberry wome	en lovely olive typogr	ar	999	4.3	995	75.00% XS, 9	5, M, L, XL	
https://wv	17385142	Roadster	Western	tshirts	Women	roadster women	pack of 2 printed cot	tc	1298	4.4	994	22.69% XS, 9	5, M, L, XL	
https://wv	12153330	Anouk	Indian Wear	kurtas	Women	anouk women	71	9	1599	3.8	993	55.00% XS, 9	S, M, L, XL, XXL	
https://wv	1864573	Enamor	Lingerie & Sl	l bra	Women	enamor black no	n wired removable pa	ad	849	4.2	993	22.69% S, M	, L, XL	
https://wv	13205276	all about you	Western	shirts	Women	all about you wo	men mauve stretchal	ole	1499	4.2	993	50.00% XS, 9	5, M, L, XL	
https://wv	11535928	KASSUALLY	Western	tops	Women	kassually blue flo	oral cinched waist top	v	1299	4.3	992	62.00% XS, 9	S, M, L, XL, XXL	
< >	Myntra Fa	asion Clothing	+					: ◀						



#### 1. Calculate the overall average original price of products with ratings greater than 4.

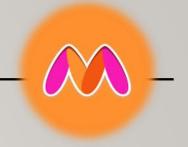
We use this formula to calculate the average original price.

Then we filter ratings more than 4 in the rating column.

And by applying the formula on those prices for which the ratings are greater than 4 we get the answer.

=AVERAGE\_IF(Table1[@Ratings],">4",Table1[@[OriginalPrice (in Rs)]])

1966.667



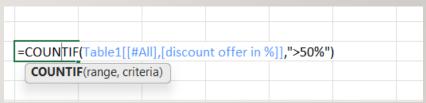
#### 2. Count the number of products with a discount offer greater than 50% off.

To count the no. of products with Discount offer greater than 4.....

Firstly we have to filter out the values which are greater than 50% in the discount offer column.

K	L	
riews 🔻	discount offer in % 🕶	size 2
999	55.00%	S, M, L,
999	55.00%	38, 40,
998	60.00%	30, 32,
998	58.00%	S, M, L,
996	55.00%	S, M, L,
996	70.00%	S, M, L,
996	50.00%	XS, S, M
996	60.00%	XS, S, M
995	53.00%	39, 40,
995	59.00%	S, M, L,
995	61.00%	28, 30,
995	75.00%	XS, S, M
993	55.00%	XS, S, M
993	50.00%	XS, S, M
992	62.00%	XS, S, M
991	57.00%	S, M, L,
991	70.00%	26, 28,
991	61.00%	26, 28,
990	60.00%	XS, S, M
990		26, 28,
990		L, M, S,
990	65.00%	S, M, L,
990	65.00%	S, M, L,
990	55.00%	XS, S, M
200	CO 000/	

Then we use this formulas to count the number products.



And we got the answer.



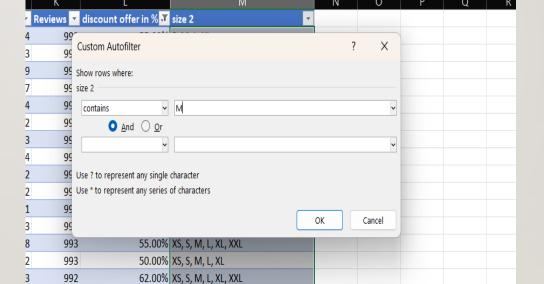


#### 3. Count the number of products available in size "M".

To count the number of products available In size "M", we firstly go to the filter options in the size column and select "text filters".

Then in text filters we choose those values in size columns which contains letter M.

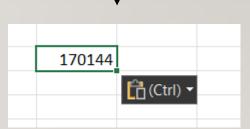
LIKETHIS.....



57.00% S. M. L. XL

991

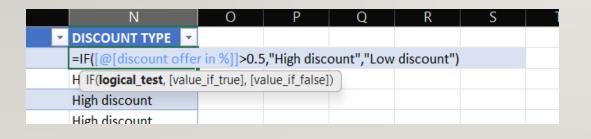
And after we can see the count of the number of products available in size "M".



4. Create a new column to label the product as High Discount if the discount offer is greater than 50% off, otherwise label them as "Low Discount".

For creating a column of High/Low discount .....

First we select a new column and use this formula.....



And now we have a new column which show that the products which are more than 50% off are labelled as "High Discount" and otherwise as "Low Discount".

# THIS IS THE FINAL TABLE OF THE GIVEN DATASET.

Α	В С	D	Е	F	G	Н	ı	J	K	L M	N
JRL 💌	Product_ic ▼ BrandNamc ▼	Category	Individual_categor ▼	category_by_Gende ▼	Descriptio 💌 Discou	ntPrice (in R: 💌 Origina	ılPrice (in R 🔻 Rat	ings 👅 Re	views 🔻 discou	unt offer in 🕶 size 2	▼ DISCOUNT TYPE ▼
nttps://w		Bottom W	eatrack-pants	Men	locomotive me	517	1149	4	999	55.00% S, M, L, XL	High discount
ttps://w	11895958 Roadster	Topwear	shirts	Men	roadster men i	629	1399	4.3	999	55.00% 38, 40, 42, 44, 46, 48	High discount
nttps://w	6744434 HIGHLANDER	Bottom W	eatrousers	Men	highlander me	599	1499	3.9	998	60.00% 30, 32, 34, 36	High discount
ttps://w	8439415 Mayra	Western	tops	Women	mayra pink embroider	ed a line pure co	1395	3.7	998	58.00% S, M, L, XL	High discount
nttps://w	7695793 HRX by Hrithik	Sports We	ar tights	Men	hrx by hrithik r	1214	2699	4.4	996	55.00% S, M, L, XL, XXL	High discount
ttps://w	12873874 Anubhutee	Indian We	ar kurta-sets	Women	anubhutee wo	1019	3399	4.2	996	70.00% S, M, L, XL, XXL	High discount
nttps://w	11634538 Athena	Western	jumpsuit	Women	athena women black	solid basic jumps	2499	4.3	996	50.00% XS, S, M, L, XL	Low discount
nttps://w	2312181 Roadster	Western	tshirts	Women	roadster women marc	on solid round n	799	4	996	60.00% XS, S, M, L, XL	High discount
nttps://w	13842386 HIGHLANDER	Topwear	shirts	Men	highlander me	516	1099	4.2	995	53.00% 39, 40, 42, 44	High discount
nttps://w	10473520 Vishudh	Indian We	ar kurtas	Women	vishudh wome	696	1699	4.2	995	59.00% S, M, L, XL, XXL	High discount
nttps://w	12391750 Tokyo Talkies	Western	trousers	Women	tokyo talkies women o	olive green regul	2149	4.1	995	61.00% 28, 30, 32, 34	High discount
nttps://w	2522986 DressBerry	Western	tshirts	Women	dressberry women lov	ely olive typogra	999	4.3	995	75.00% XS, S, M, L, XL	High discount
ttps://w	12153330 Anouk	Indian We	ar kurtas	Women	anouk women	719	1599	3.8	993	55.00% XS, S, M, L, XL, XXL	High discount
nttps://w	13205276 all about you	Western	shirts	Women	all about you women	mauve stretchab	1499	4.2	993	50.00% XS, S, M, L, XL	Low discount
nttps://w	11535928 KASSUALLY	Western	tops	Women	kassually blue floral o	inched waist top	1299	4.3	992	62.00% XS, S, M, L, XL, XXL	High discount
nttps://w	6552977 RARE	Western	tops	Women	rare women maroon s	triped top	1299	4.2	991	57.00% S, M, L, XL	High discount
ttps://w	9476129 Zastraa	Western	trousers	Women	zastraa women maroo	on slim fit peg tro	2699	4.1	991	70.00% 26, 28, 30, 32, 34, 36	High discount
ttps://w	2017530 WISSTLER	Western	shorts	Women	wisstler women navy	pink chevron pri	899	4	991	61.00% 26, 28, 30, 32, 34, 36	High discount
ttps://w	11173948 Sangria	Plus Size	kurtas	Women	sangria wome	359	899	4	990	60.00% XS, S, M, L, XL, XXL, 3XL	High discount
ttps://w		Western	shorts	Women	roadster women blue	solid regular fit (	1199	4.3	990	55.00% 26, 28, 30, 32, 34, 36	High discount
ttps://w	17383362 Roadster	Western	tshirts	Women	roadster women gree	n teal green pac	1598	4.2	990	50.00% L, M, S, XS, XL	Low discount
ttps://w	9971493 Vishudh	Western	dresses	Women	vishudh women navy	blue green maxi	2349	4.4	990	65.00% S, M, L, XL, XXL	High discount
ttps://w	7846797 Cottinfab	Western	jumpsuit	Women	cottinfab olive green	solid cold should	2449	4.3	990	65.00% S, M, L, XL, XXL	High discount
ttps://w	10771696 QUIERO	Western	jumpsuit	Women	quiero women marooi	n wrap detail jum	2959	4.3	990	55.00% XS, S, M, L, XL	High discount
ttps://w	10969948 Roadster	Western	tshirts	Women	roadster women rust	pink white colou	899	4.1	990	60.00% XS, S, M, L, XL	High discount
nttps://w		Lingerie &	S bath-robe	Women	elevanto wom	489	999	4.2	989	51.00% Onesize	High discount
nttps://w		Sports We	ar track-pants	Men	hrx by hrithik r	759	1899	4	988	60.00% S, M, L, XL, XXL	High discount
nttps://w		Topwear	shirts	Men	roadster men :	599	1199	4.3	988	50.00% 38, 40, 42, 44, 46, 48	Low discount
nttns://w	11245584 HRX by Hrithik	Sports We	artights	Women	hrx by hrithik r	594	1699	4	988	65.00% XS. S. M. I. XI. XXI	High discount

#### C. DATA RETRIEVAL AND LOOKUP.



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

PRODUCT ID	PRODUCT BRAND	PRICE	RATING					
11226634 =XLOOKUP(B4,Table1[[#All],[Product_id]],Table1[[#All],[BrandName]])								
	, [search_mo	ode])						



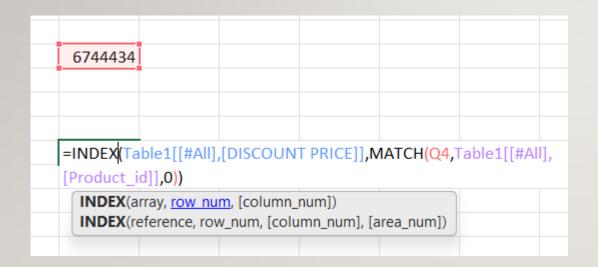
PRODUCT ID	PRODUCT BRAND	PRICE	RATING	
11226634	Maniac	1199	3.9	

So as you can see by using XLOOKUP function, we can find product brand, price and rating with the product id.

#### C. DATA RETRIEVAL AND LOOKUP.



2. Find the discount price for the product with the product id "6744434" using the INDEX and MATCH function.



By using INDEX and MATCH functions we can find the discount price of the given product id.

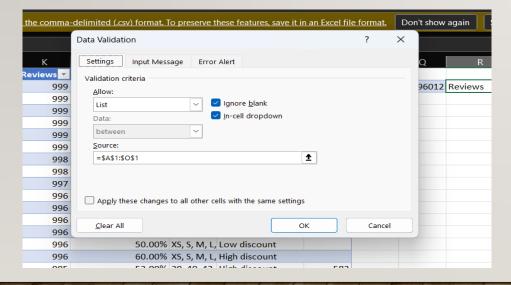
900

#### C. DATA RETRIEVAL AND LOOKUP.



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

To utilize nested Xlookup to find any columns detail's, first of all we have to do "data validation" on a cell to select all the table headers in one single cell.



Then we just have to apply a formula to find any product details just by the product id. 2296012 DISCOUNT TYPE =IFERROR(XLOOKUP(Q2,Table1[Product id],XLOOKUP(R2,Table1[#Headers], Table1)),"NOT FOUND") IFERROR(value, value\_if\_error) 2296012 DISCOUNT TYPE 2296012 Reviews Low discount 999

# THANK YOU

