

Analysis of Myntra Apparel



INTRODUCTION

Mynta is India's leading online fashion and lifestyle marketplace, founded in 2007 and headquartered in Bengaluru. Originally started as a personalized gift retailer, it pivoted in 2011 to focus on fashion and lifestyle products. Acquired by Flipkart in 2014, and now part of the Walmart group, Mynta has become the go-to destination for online fashion shopping in India.

The platform offers 6,000+ brands and lakhs of styles across clothing, footwear, accessories, beauty, and home lifestyle products. It also owns successful in-house labels like Roadster, HRX, DressBerry, and All About You. Mynta is known for its AI-driven personalization, Mynta Studio, M-Live (live shopping), and mega sale events such as the End of Reason Sale (EORS) and Big Fashion Festival (BFF).



~~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

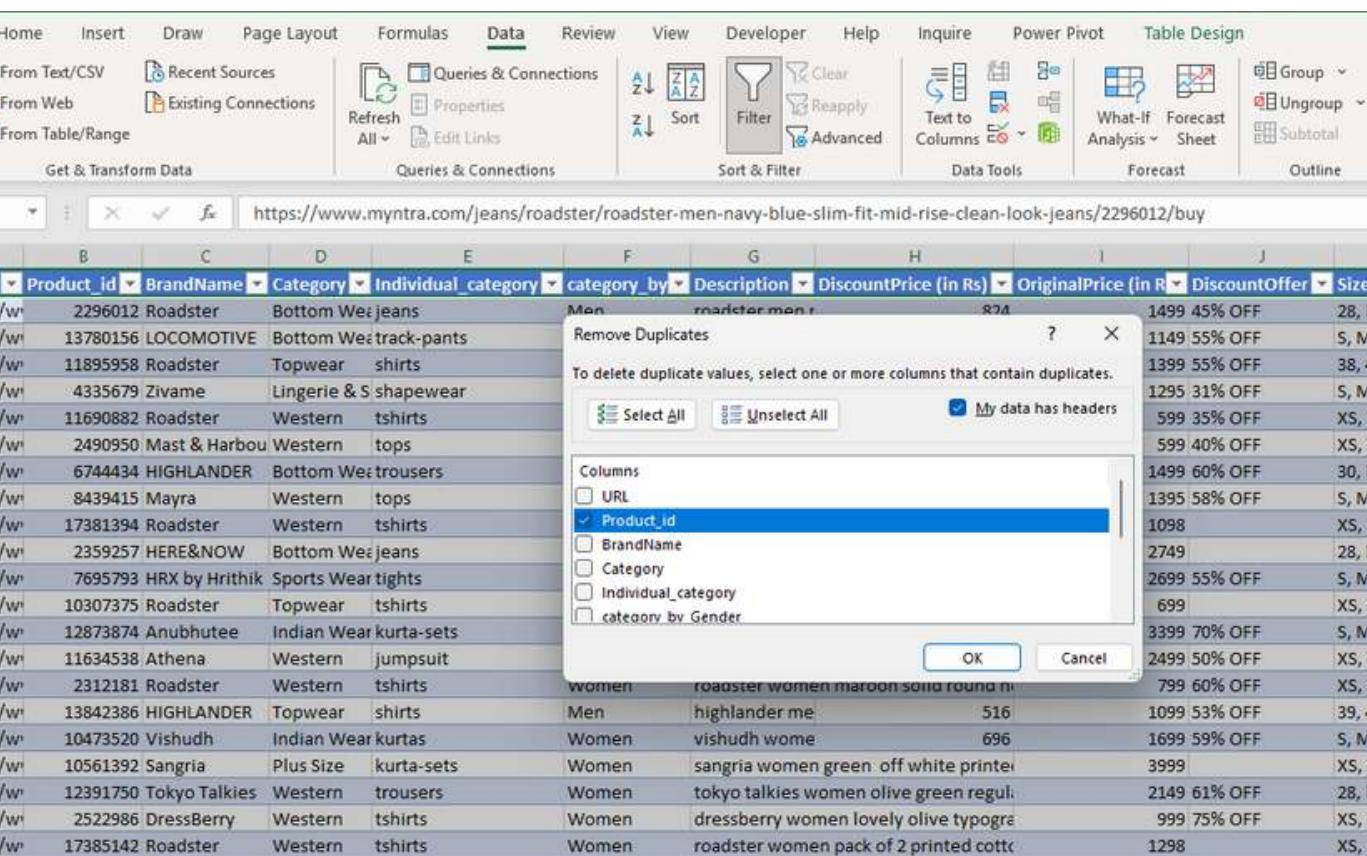
1. Calculate the overall average original price for products with ratings greater than 4.
2. Count the number of products with a discount offer greater than 50% OFF.
3. Count the number of products available in size "M."
4. Create a new column to label the products as "High Discount" if the discount offer is greater than 50% OFF, otherwise label them as "Low Discount."

C. Data Retrieval and Lookup

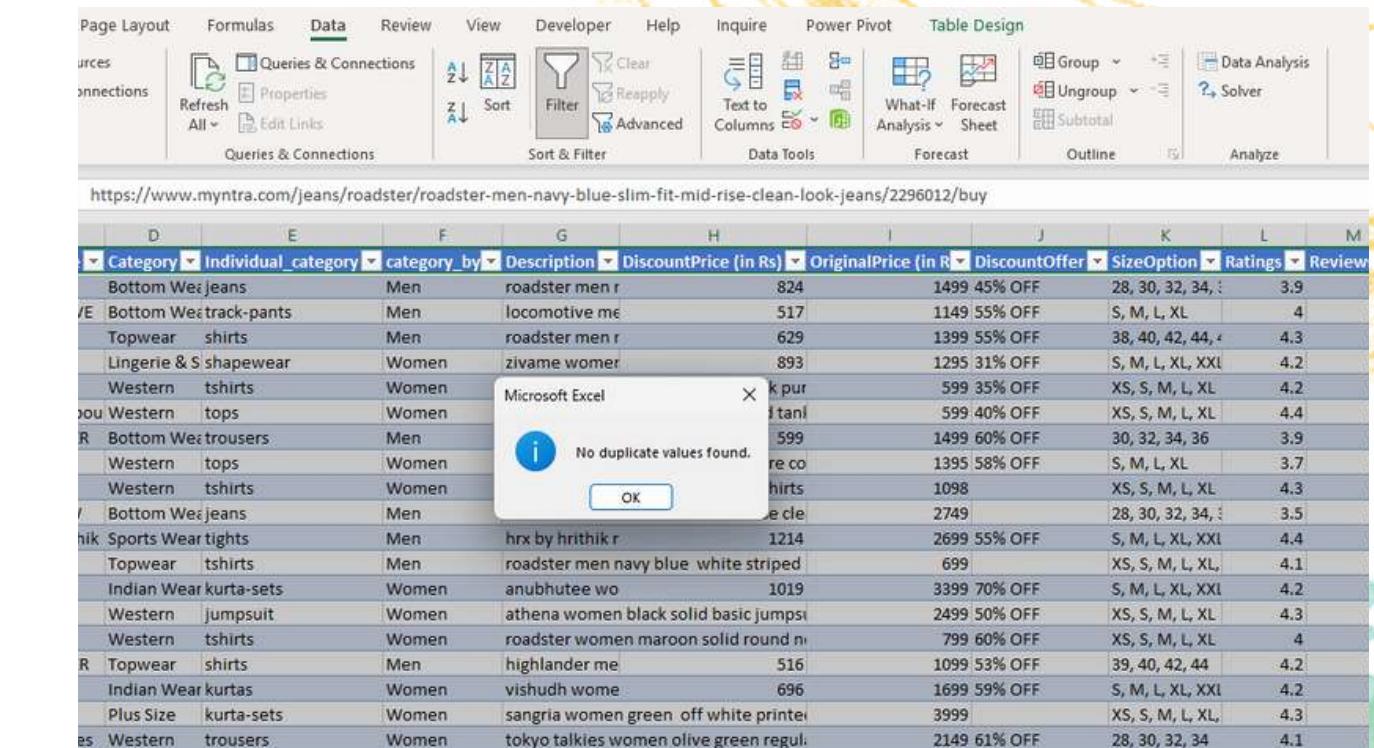
1. Use VLOOKUP/LOOKUP to find the product brand, price, and rating of the product with Product_id "11226634".
2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.
3. Utilize nested xlookup to find any column's detail of a product with its product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

A. Data Cleaning & Preparation

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



The screenshot shows a Microsoft Excel spreadsheet with a 'Remove Duplicates' dialog box open. The dialog box is titled 'Remove Duplicates' and asks to select one or more columns that contain duplicates. The 'Product_id' column is selected. A checkbox 'My data has headers' is checked. The 'OK' button is visible at the bottom right of the dialog.



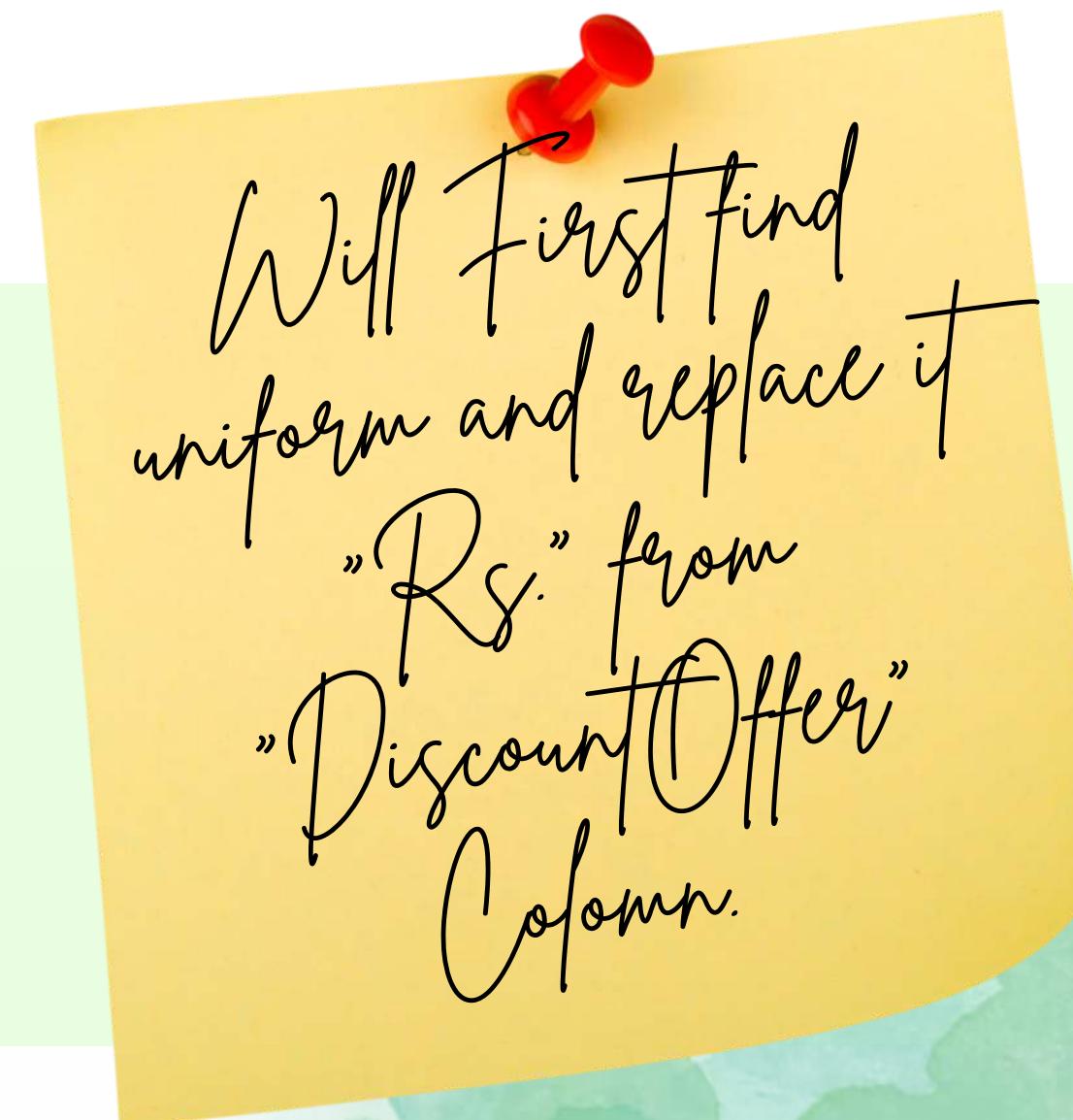
The screenshot shows a Microsoft Excel spreadsheet with a confirmation message 'No duplicate values found.' displayed in a small window. The main Excel interface shows a table of product data with various columns like Category, Individual_category, Description, etc. The message is centered above the data.

No Duplicates found in the given data

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

Excel screenshot showing a data table with columns: product_id, BrandName, Category, Individual_category, category_by, Description, DiscountPrice (in Rs), OriginalPrice (in Rs), DiscountOffer, SizeOption, Ratings, and Reviews. A 'Find and Replace' dialog box is open over the table, with 'Find what:' set to 'Rs.' and 'Replace with:' left empty. The 'Replace All' button is highlighted.

product_id	BrandName	Category	Individual_category	category_by	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer	SizeOption	Ratings	Reviews
2296012	Roadster	Bottom Wear	jeans	Men	roadster men r	824	1499	45% OFF	28, 30, 32, 34, 36	3.9	99
13780156	LOCOMOTIVE	Bottom Wear	track-pants	Men	locomotive me	517	1149	55% OFF	S, M, L, XL	4	99
11895958	Roadster	Topwear	shirts	Men	roadster men r	629	1399	55% OFF	38, 40, 42, 44, 46	4.3	99
4335679	Zivame	Lingerie & Sleepwear	shapewear	Women	zivame women	893	1295	31% OFF	S, M, L, XL, XXL	4.2	99
11690882	Roadster	Western	tshirts				599	35% OFF	XS, S, M, L, XL	4.2	99
2490950	Mast & Harbour	Western	tops				599	40% OFF	XS, S, M, L, XL	4.4	99
6744434	HIGHLANDER	Bottom Wear	trousers				1499	60% OFF	30, 32, 34, 36	3.9	99
8439415	Mayra	Western	tops				1395	58% OFF	S, M, L, XL	3.7	99
17381394	Roadster	Western	tshirts								
2359257	HERE&NOW	Bottom Wear	jeans								
7695793	HRX by Hrithik	Sports Wear	tights								
10307375	Roadster	Topwear	tshirts								
12873874	Anubhutee	Indian Wear	kurta-sets								
11634538	Athena	Western	jumpsuit								
2312181	Roadster	Western	tshirts	Women	roadster women maroon solid round neck	799	799	60% OFF	XS, S, M, L, XL	4	99
13842386	HIGHLANDER	Topwear	shirts	Men	highlander me	516	1099	53% OFF	39, 40, 42, 44	4.2	99
10473520	Vishudh	Indian Wear	kurtas	Women	vishudh wome	696	1699	59% OFF	S, M, L, XL, XXL	4.2	99
10561392	Sangria	Plus Size	kurta-sets	Women	sangria women green off white printed	3999			XS, S, M, L, XL	4.3	99
12391750	Tokyo Talkies	Western	trousers	Women	tokyo talkies women olive green regular	2149	2149	61% OFF	28, 30, 32, 34	4.1	99
2522986	DressBerry	Western	tshirts	Women	dressberry women lovely olive typogra	999	999	75% OFF	XS, S, M, L, XL	4.3	99
17385142	Roadster	Western	tshirts	Women	roadster women pack of 2 printed cott	1298			XS, S, M, L, XL	4.4	99





H	I	J	K	L	M	N	O	P	Q	R	S	T
CountPrice (in Rs)	OriginalPrice (in Rs)	SizeOption	Rating	Review	discount	flat discount	actual discount					
824	1499	28, 30, 32, 34, 36	3.9	999	45%	675	=IF([@discount]>1,[@discount],[@discount]*[@[OriginalPrice (in Rs)]])					
517	1149	S, M, L, XL	4	999	55%	632	631.95					
629	1399	38, 40, 42, 44, 46	4.3	999	55%	770	769.45					
893	1295	S, M, L, XL, XXL	4.2	999	31%	402	=IF(logical_test, [value_if_true], [value_if_false])					
blue solid v neck	599	XS, S, M, L, XL	4.2	999	35%		209.65					
yellow solid t	599	XS, S, M, L, XL	4.4	999	40%		239.60					
599	1499	30, 32, 34, 36	3.9	998	60%	900	899.40					
599	1395	S, M, L, XL	3.7	998	58%	796	809.10					
1 of 2 solid t shi	1098	XS, S, M, L, XL	4.3	997	48%		524.03					
m fit mid rise c	2749	28, 30, 32, 34, 36	3.5	996	44%		1208.87					
1214	2699	S, M, L, XL, XXL	4.4	996	55%	1485	1484.45					
ue white strip	699	XS, S, M, L, XL, XXL	4.1	996	45%		311.87					
1019	3399	S, M, L, XL, XXL	4.2	996	70%	2380	2379.30					
solid basic jum	2499	XS, S, M, L, XL	4.3	996	50%		1249.50					
oon solid round	799	XS, S, M, L, XL	4	996	60%		479.40					
516	1099	39, 40, 42, 44	4.2	995	53%	583	582.47					
696	1699	S, M, L, XL, XXL	4.2	995	59%	1003	1002.41					
off white pri	3999	XS, S, M, L, XL, XXL	4.3	995	58%		2313.09					
olive green re	2149	28, 30, 32, 34	4.1	995	61%		1310.89					

Then we will use this formula for get actual discount and remove Rs. to standardise values



3. Identify rows where both "DiscountPrice" and "DiscountOffer" are null and fill the "DiscountPrice" with the average discount price of the respective category.

	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Description	OriginalP	SizeOption	Rating	Review	discount	Discount	Column1	Column2							
roadster men n	1499	28, 30, 32, 34, 36	3.9	999	45%	824	674.55	=IF([@DiscountPrice (in Rs)]<>"",[@OriginalPrice (in Rs)]-[@DiscountPrice (in Rs)], "")							
locomotive men	1149	S, M, L, XL	4	999	55%	517	631.95	=IF(logical_test, [value_if_true], [value_if_false])							
roadster men n	1399	38, 40, 42, 44, 46	4.3	999	55%	629	769.45	770							
zivame women	1295	S, M, L, XL, XXL	4.2	999	31%	893	401.45	402							
roadster women	599	XS, S, M, L, XL	4.2	999	35%		209.65								
mast harbour w	599	XS, S, M, L, XL	4.4	999	40%		239.60								
highlander mer	1499	30, 32, 34, 36	3.9	998	60%	599	899.40	900							
mayra pink eml	1395	S, M, L, XL	3.7	998	58%		809.10								
roadster women	1098	XS, S, M, L, XL	4.3	997	48%		524.03								
herenow men b	2749	28, 30, 32, 34, 36	3.5	996	44%		1208.87								
hrx by hrithik rd	2699	S, M, L, XL, XXL	4.4	996	55%	1214	1484.45	1485							
roadster men n	699	XS, S, M, L, XL, XXL	4.1	996	45%		311.87								
anubhutee wor	3399	S, M, L, XL, XXL	4.2	996	70%	1019	2379.30	2380							
athena women	2499	XS, S, M, L, XL	4.3	996	50%		1249.50								
roadster women	799	XS, S, M, L, XL	4	996	60%		479.40								

Bottom Wear	=AVERAGEIF(Table1[Category], Q8, Table1[discount])
Topwear	45%
Lingerie & Sleep Wear	AVERAGEIF(range, criteria, [average_range])
Western	48%
Sports Wear	46%
Indian Wear	57%
Plus Size	58%
Inner Wear & Sleep Wear	35%

	G	H	I	J	K	L	M	N	O	P	Q	R
Description	OriginalP	SizeOption	Rating	Review	discount	Discount	Column1	Column2				
roadster men n	1499	28, 30, 32, 34, 36	3.9	999	45%	824	674.55					
locomotive men	1149	S, M, L, XL	4	999	55%	517	631.95					
roadster men n	1399	38, 40, 42, 44, 46	4.3	999	55%	629	769.45					
zivame women	1295	S, M, L, XL, XXL	4.2	999	31%	893	401.45					
roadster women	599	XS, S, M, L, XL	4.2	999	35%		209.65					
mast harbour w	599	XS, S, M, L, XL	4.4	999	40%		239.60					
highlander mer	1499	30, 32, 34, 36	3.9	998	60%	599	899.40					
mayra pink eml	1395	S, M, L, XL	3.7	998	=XLOOKUP(D9,\$Q\$8:\$Q\$15,\$R\$8:\$R\$15,,0)							
roadster women	1098	XS, S, M, L, XL	4.3	997	XLOOKUP(lookup_value, lookup_array, return_array, [if_not_found], [match_mode], [search_mode])							
herenow men b	2749	28, 30, 32, 34, 36	3.5	996	44%		1208.87					
hrx by hrithik rd	2699	S, M, L, XL, XXL	4.4	996	46%	1214	1244.10					
roadster men n	699	XS, S, M, L, XL, XXL	4.1	996	45%		311.87					
anubhutee wor	3399	S, M, L, XL, XXL	4.2	996	57%	1019	1922.53					
athena women	2499	XS, S, M, L, XL	4.3	996	50%		1249.50					
roadster women	799	XS, S, M, L, XL	4	996	60%		479.40					

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

- step:-1. select the columm “ size option”.
2.click on the filter and search “null”.

Description	OriginalP	SizeOption
A	Z	Sort A to Z
Z	A	Sort Z to A
		Sort by Color
		Sheet View
		<input checked="" type="checkbox"/> Clear Filter From "SizeOption"
		<input checked="" type="checkbox"/> Filter by Color
		<input checked="" type="checkbox"/> Text Filters
null		<input type="button" value="OK"/> <input type="button" value="Cancel"/>
		No matches

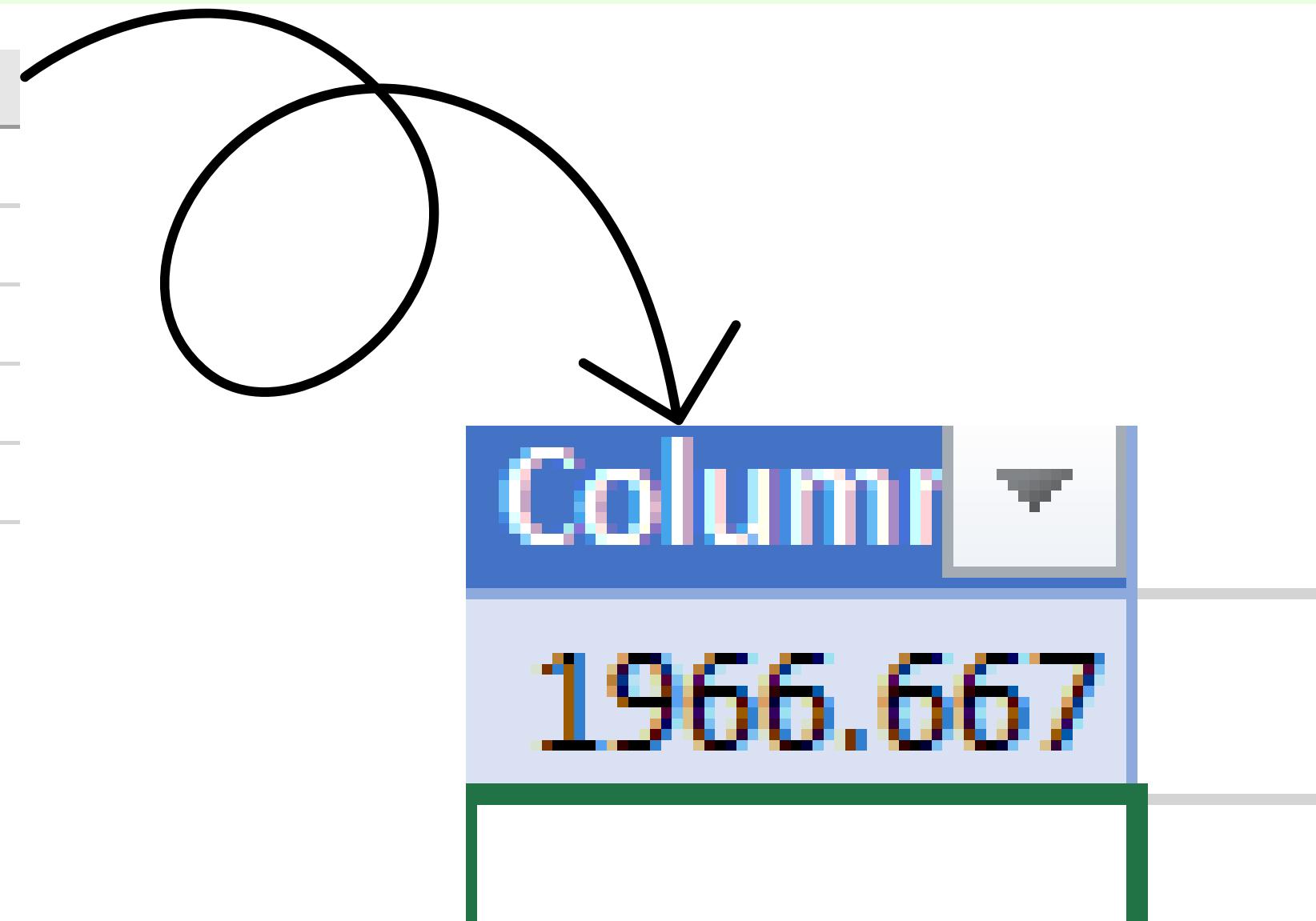
No “Null” Values Found



DATA ANALYTICS

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

O	P	Q	R
Column			
=AVERAGEIF([Ratings],">4", [OriginalPrice (in Rs)])			
AVERAGEIF(range, criteria, [average_range])			



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

50%	=COUNTIF(Table1[discount], ">0.50")
	COUNTIF(range, criteria)

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

Original Discount SizeOption Rating Review

A Z Sort A to Z
Z A Sort Z to A
Sort by Color
Sheet View
Clear Filter From "SizeOption"
Filter by Color
Text Filters

Search

(Select All) 22 25 26 28 30 31 31.5

OK Cancel

Custom AutoFilter

Show rows where: SizeOption

contains And Or

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

OK Cancel

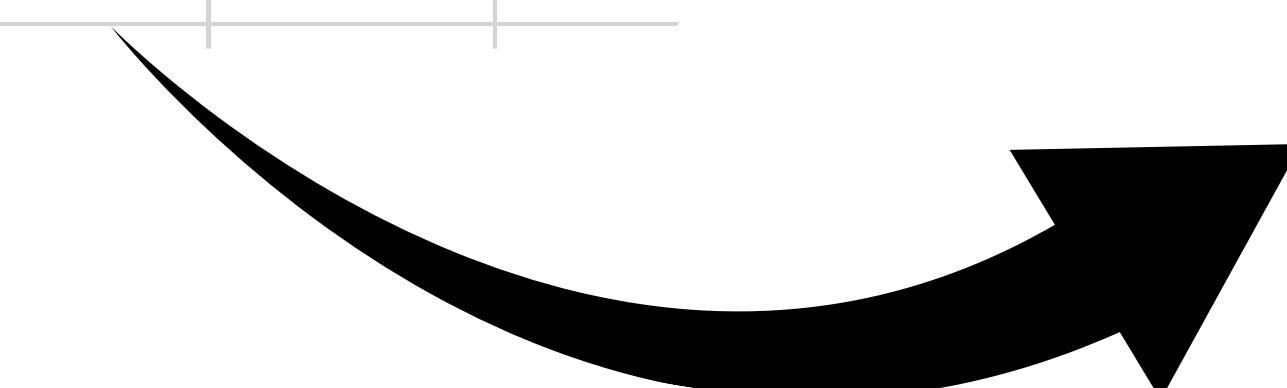
SizeOption	Rating
S, M, L, XL	4.2
S, M, L, XL, XXL	4.2
XS, S, M, L, XL	4.2
XS, S, M, L, XL	4.2
S, M, L, XL	3.7
XS, S, M, L, XL	4.2
S, M, L, XL, XXL	4.2
XS, S, M, L, XL, X	4.1
S, M, L, XL, XXL	4.2
XS, S, M, L, XL	4.2
XS, S, M, L, XL	4.2
S, M, L, XL, XXL	4.2
XS, S, M, L, XL, X	4.2
XS, S, M, L, XL	4.2
XS, S, M, L, XL	4.2
S, M, L, XL	4.2
XS, S, M, L, XL	4.2
XS, S, M, L, XL, X	4.2
S, M, L, XL	4.2
XS, S, M, L, XL	4.2
S, M, L, XL	4.2
XS, S, M, L, XL, X	4.2
L, M, S, XS, XL	4.2

Count: 308460

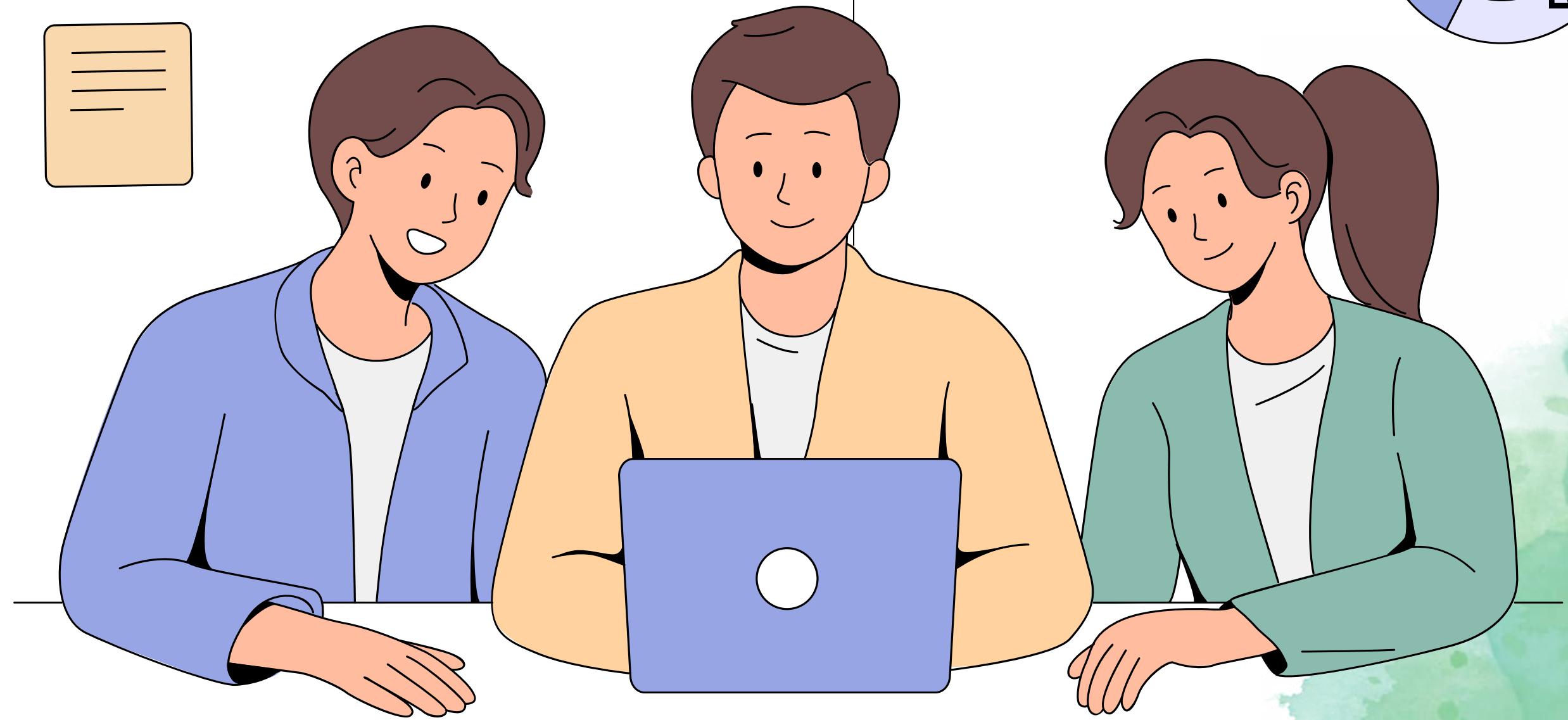
Create a new column to label the products as "High Discount" if the discount offer is greater than

L	M	N	O	P	Q
discount	Column1				
45%	=IF([@discount]>50%, "high discount", "low discount")				
55%	IF(logical_test, [value_if_true], [value_if_false])				
55%					
31%					
35%					
40%					
60%					
58%					

L	M	N	O	P	Q
discount	Column1				
45%	low discount				
55%	high discount				
55%	high discount				
31%	low discount				
35%	low discount				
40%	low discount				
60%	high discount				
58%	high discount				
48%	low discount				
44%	low discount				
55%	high discount				



Data Retrieval and Lookup



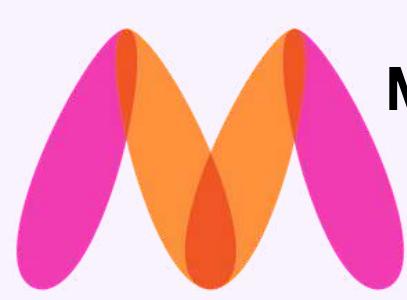
1. Use VLOOKUP/LOOKUP to find the product brand, price, and rating of the product with Product id "11226634".
2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions.

11226634		
	Brand	Rating
=VLOOKUP(P8,Table1[[#A11]:[Reviews]],{2,11,8},0)	VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])	

11226634		
	Brand	Rating
Maniac	3.9	1199

6744434		
	=INDEX(Table1[DiscountPrice (in Rs)],MATCH(P8,Table1[Product_id],0))	
	INDEX(array, row_num, [column_num])	

6744434		
	599	



Myntra Fashion Store.com

THANK
YOU

