



Analysis of Myntra Apparel

Introduction

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country.

Problems

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 "Discount Price" 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

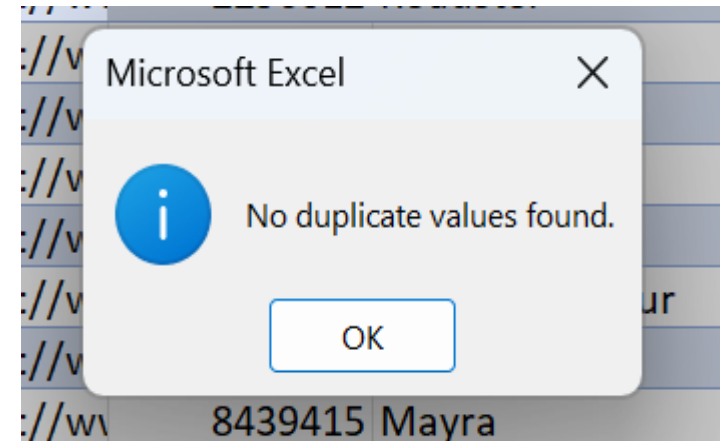
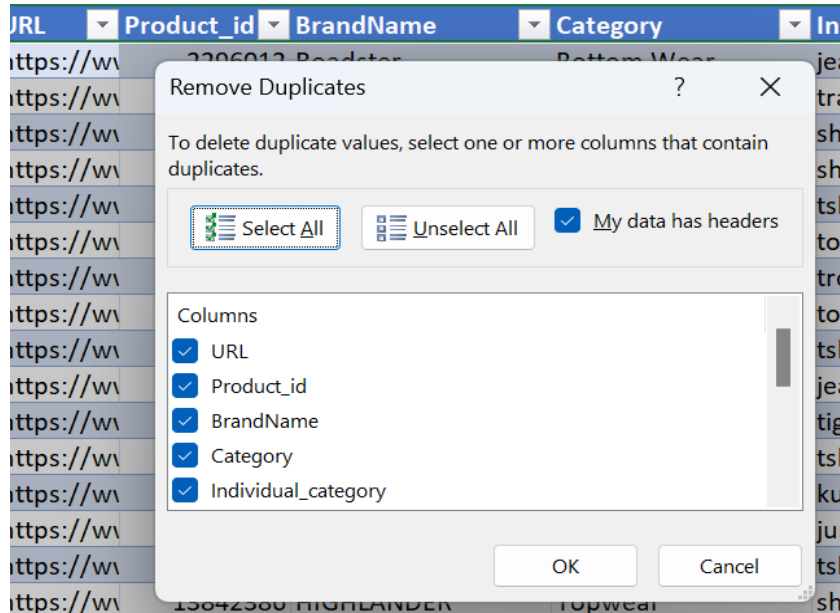
1. Calculate the overall average original price for products with ratings greater than 4.
2. Count the number of products with a discount offer greater than 50% OFF.
3. Count the number of products available in size "M."
4. Create a new column to label the products as "High Discount" if the discount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

C. Data Retrieval and Lookup

1. Use VLOOKUP/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 its product id.

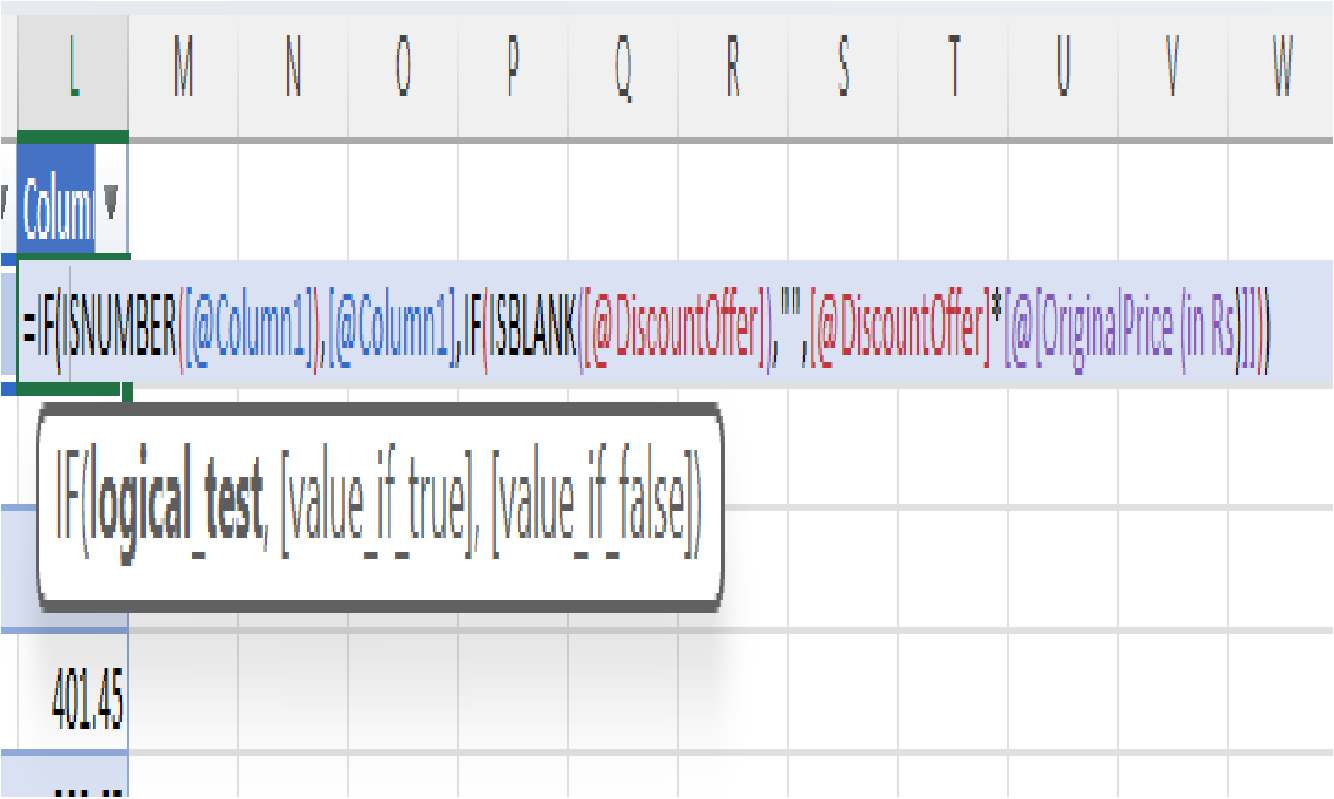
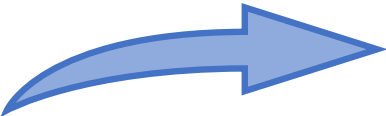
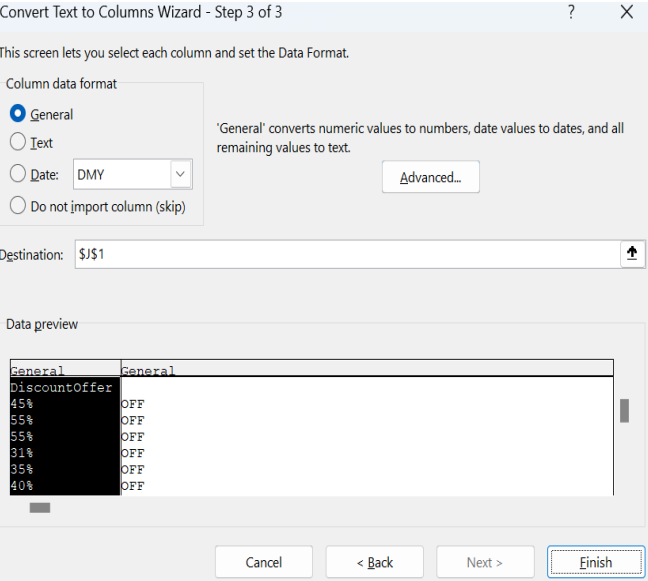
DATA CLEANNING AND PREPARATION

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



Select the dataset, go to data>remove duplicates, and choose all the columns to check the duplicates.

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



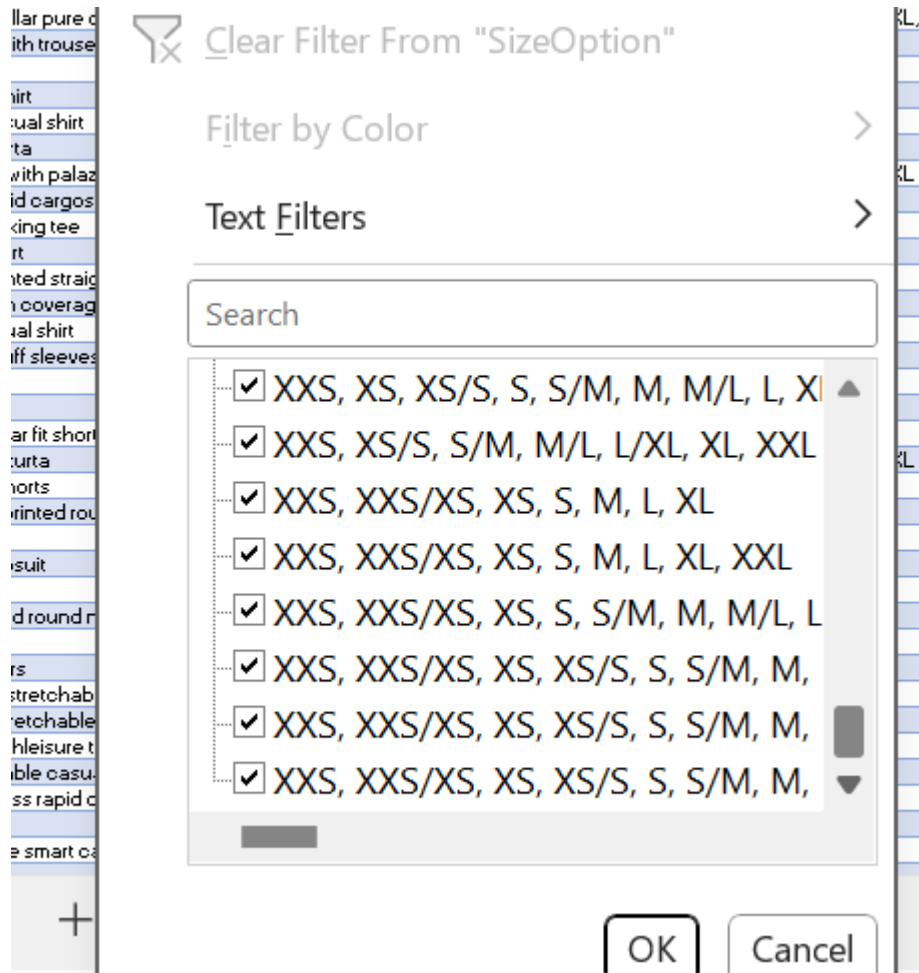
apply on the dataset data> text to column to split the all % value with numbers and remove the Rs.
From the data set to apply (ctrl+f) and replace with blank. Then concatenate the no which is split when applied text to columns and paste their respective cells then apply displayed formula.

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

O	P	Q	R	S	T	U	V	W	X	Y	AD	AE	AF	AG
price	Colu													
824	=IF([@[Discount Amount]]="",AVERAGEIFS([Discount Amount],[Category],[@Category]),[@[Discount Amount]])													
517														
629														
893														
209.65														
359.4	239.6													
599	899.4													
585.9	809.1													
970.16														

Fill the null (" ") using the formula displayed in the image.

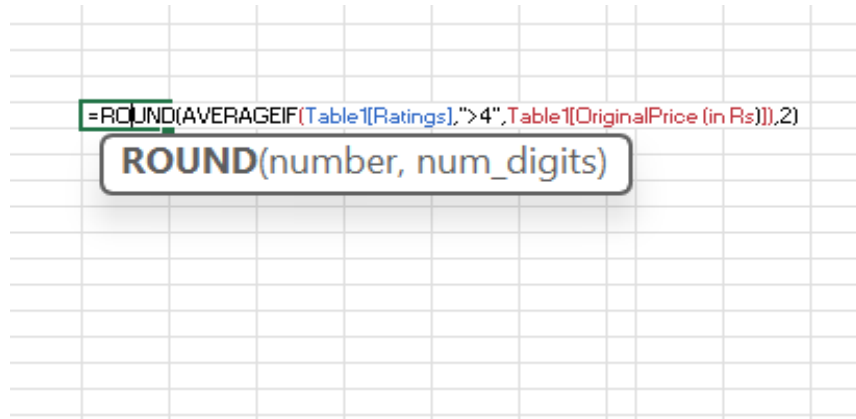
4-Replace all null values in the "SizeOption" column with the text "Not Available."



After applying the filter on the size column no null value found.

B. Data Analysis

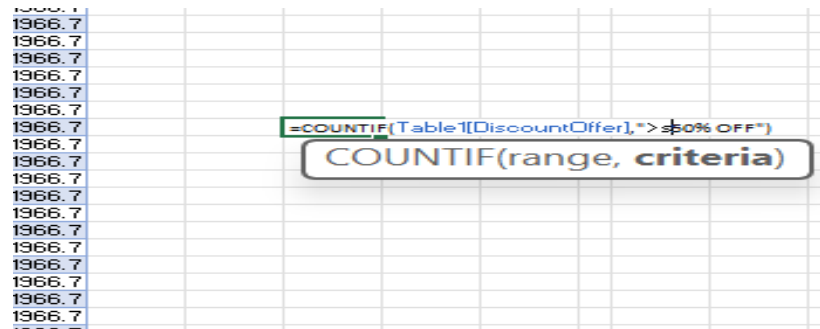
1-Calculate the overall average original price for products with ratings greater than 4.



`=ROUND(AVERAGEIF(Table1[Ratings], ">4", Table1[OriginalPrice (in Rs)]), 2)`

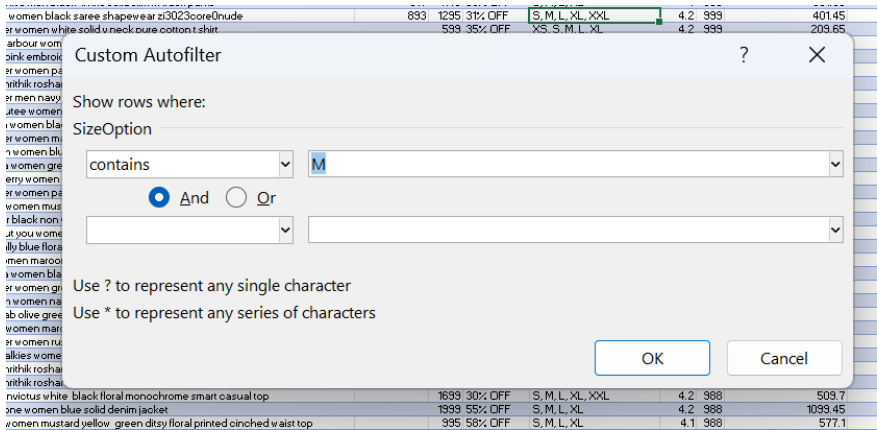
Using the above formula TO SOLVE it.

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



`=COUNTIF(Table1[DiscountOffer], ">=50% OFF")`

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



Apply filters at the size option columns

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."

=IF(Q2>50%,"High Discount","Low Discount")

IF(logical_test, [value_if_true], [value_if_false])

C. Data Retrieval and Lookup

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

11226634

=VLOOKUP(U13,Table1[[#All],[Product_id]:[Column3]],{2,8,11},FALSE)

VLOOKUP(lookup_value, table_array, col_index_num, [range_lookup])

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

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6744434

=INDEX(Table1[#All],MATCH(U2,Table1[Discount price],0),16)

MATCH(lookup_value, lookup_array, [match_type])

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

Product_id

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

=XLOOKUP(U4,Table1[Product_id],XLOOKUP(G1,A1:R1,Table1,))

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

THANK YOU