

Myntra

FASHION APPAREL
ANALYSIS

PRESENTED BY
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Agenda

1. About the Company
2. Problem Statement
3. Our Goals
4. Raw Dataset
5. Data Cleaning and Preparation

5. Cleaned Dataset
6. Data Analysis
7. Final Table
8. Data Retrieval and Lookup
9. Contact and Call To Action

PROJECT

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.

PROJECT QUESTIONS BASED ON

DATA CLEANING AND
PREPARATION



DATA
ANALYSIS



DATA RETRIEVAL
AND LOOKUP

A. DATA CLEANING & 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 & LOOK UP

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.



Introduction



- Myntra is an Indian e-commerce company that sells fashion and lifestyle products online.
- It was founded in 2007-2008 to sell personalized gifts, but has since expanded to offer a wide range of products, including clothing, footwear, accessories, jewelry, and personal care products.
- Myntra works with over 6,000 brands, including H&M, Levis, Tommy Hilfiger, Nike, and Puma.
- The company is headquartered in Bengaluru, Karnataka, and services over 19,000 pin codes across India.



data cleaning & **PREPARATION**





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

- STEP 1 : Select the table → Go → Data tools → Remove Duplicates
- RESULT : No duplicates find

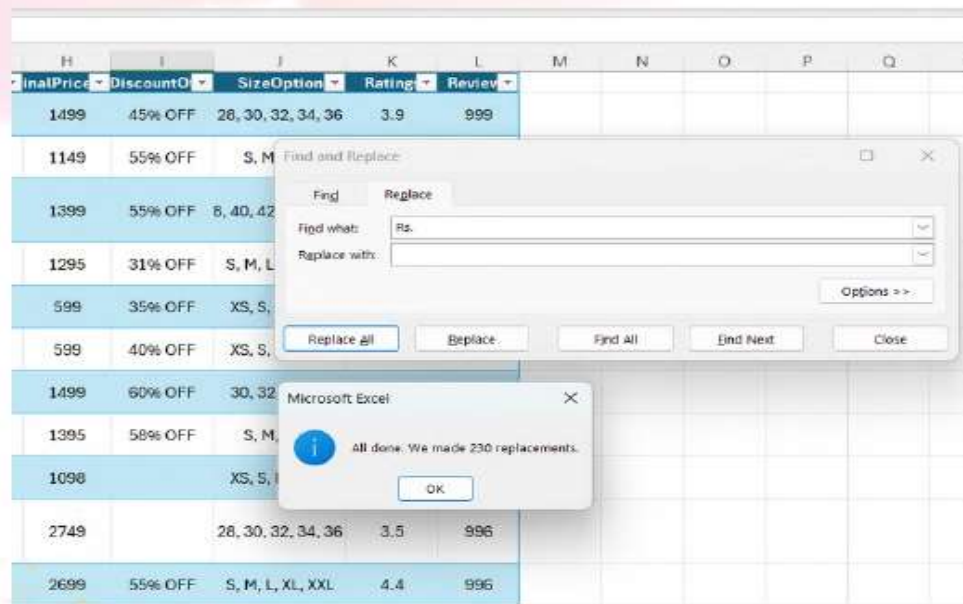
Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer
Bottom Wear	jeans	Men	roadster m			OFF
Bottom Wear	track-pants	Men	locomotive m			OFF
Topwear	shirts	Men	roadster m			OFF
Ingerie & Sleep Wear	shapewear	Women	zivamo wome			OFF
Western	tshirts	Women	roadster w			OFF
Western	tops	Women	mast harbo			OFF
Bottom Wear	trousers	Men	highlander			OFF
Western	tops	Women	mayra pink			OFF
Western	tshirts	Women	roadster w			OFF
Bottom Wear	jeans	Men	herenow m			OFF
Sports Wear	tights	Men	hrx by hrith			OFF
Topwear	tshirts	Men	roadster m			OFF
Indian Wear	kurta-sets	Women	anubhutee			OFF
Western	jumpsuit	Women	athena w			OFF
Western	tshirts	Women	roadster w			OFF
Topwear	shirts	Men	highlander m	516	1099	53% OFF
Indian Wear	kurta	Women	vishudh wome	696	1699	59% OFF
Plus Size	kurta-sets	Women	sangria women green off white printed ku		3999	
Western	trousers	Women	tokyo talkies women olive green regular fi		2149	61% OFF
Western	tshirts	Women	dressberry women lovely olive typography		999	75% OFF
Western	tshirts	Women	roadster women pack of 2 printed cotton		1298	
Indian Wear	kurta	Women	anouk women r	719	1599	55% OFF
Ingerie & Sleep Wear	bra	Women	enamor black non wired removable pads		849	
Western	shirts	Women	all about you women mauve stretchable c		1499	50% OFF
Western	tops	Women	locomotive black off white stretchable cotton top		1999	50% OFF

Category	Individual_category	category_by_Gender	Description	DiscountPrice (in Rs)	OriginalPrice (in Rs)	DiscountOffer
Bottom Wear	jeans	Men	roadster m	824	1499	45% OFF
Bottom Wear	track-pants	Men	locomotive m	517	1149	55% OFF
Topwear	shirts	Men	roadster m	629	1399	55% OFF
Ingerie & Sleep Wear	shapewear	Women	zivamo wome	893	1295	31% OFF
Western	tshirts	Women	roadster women white solid v neck pure c		599	35% OFF
Western	tops	Women	mast harbour women yellow solid tank to		599	40% OFF
Bottom Wear	trousers	Men		599	1499	60% OFF
Western	tops	Women	re cotto		1395	58% OFF
Western	tshirts	Women	shirts		1096	
Bottom Wear	jeans	Men	cleanl		2749	
Bottom Wear	tights	Men	1214		2699	55% OFF
Topwear	tshirts	Men	ped pol		699	
Topwear	kurta-sets	Women	anubhutee w	1019	3399	70% OFF
Western	jumpsuit	Women	athena women black solid basic jumpsuit		2499	50% OFF
Western	tshirts	Women	roadster women maroon solid round neck		798	60% OFF
Topwear	shirts	Men	highlander m	516	1099	53% OFF
Indian Wear	kurta	Women	vishudh wome	696	1699	59% OFF
Plus Size	kurta-sets	Women	sangria women green off white printed ku		3999	
Western	trousers	Women	tokyo talkies women olive green regular fi		2149	61% OFF
Western	tshirts	Women	dressberry women lovely olive typography		999	75% OFF
Western	tshirts	Women	roadster women pack of 2 printed cotton		1298	
Indian Wear	kurta	Women	anouk women r	719	1599	55% OFF
Ingerie & Sleep Wear	bra	Women	enamor black non wired removable pads		849	
Western	shirts	Women	all about you women mauve stretchable c		1499	50% OFF
Western	tops	Women	locomotive black off white stretchable cotton top		1999	50% OFF

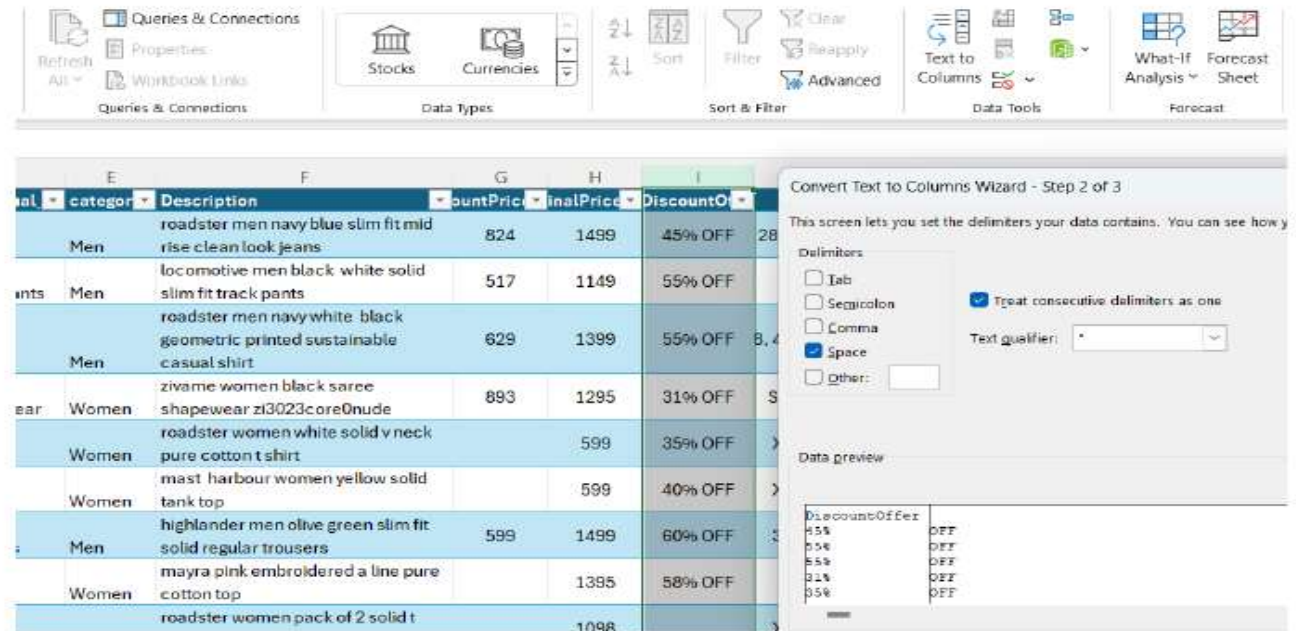


2. Standardize the "Discount Offer" column to a single format, ensuring all values are uniform.

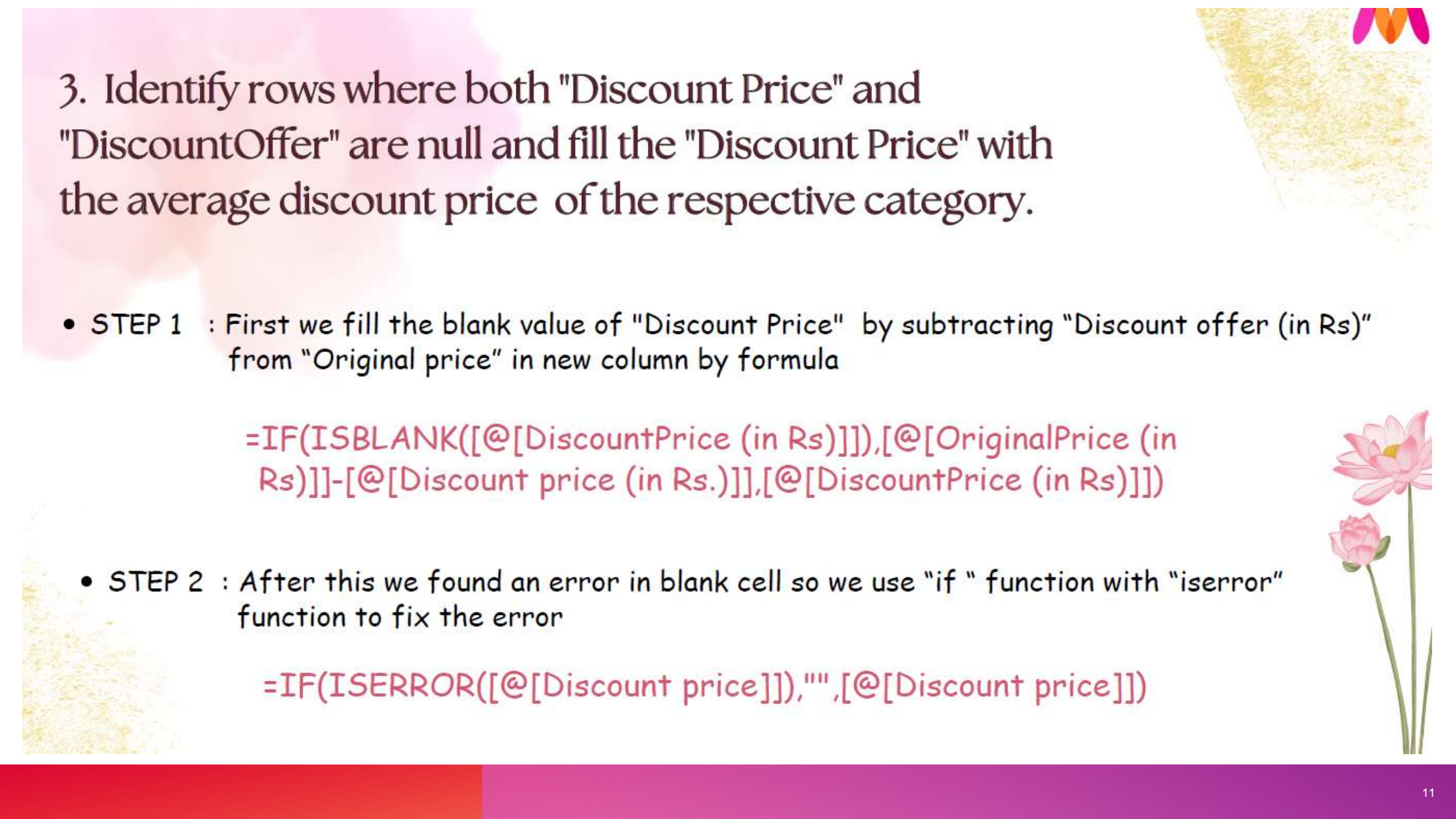
- STEP 1 : Cntrl+f → Replace Rs. by blank
- STEP 2 : Data → Data tools → Text to column → Delimited → space



Replace Rs. by blank



Delimited by space



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

- STEP 1 : First we fill the blank value of "Discount Price" by subtracting "Discount offer (in Rs)" from "Original price" in new column by formula

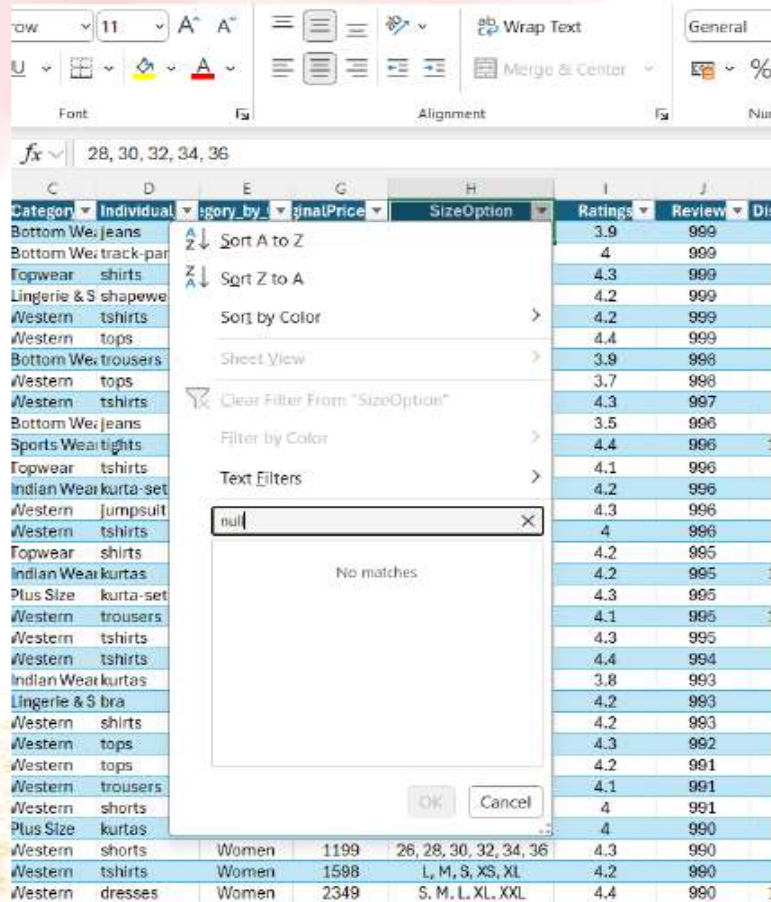
=IF(ISBLANK([@[DiscountPrice (in Rs)]]),[@[OriginalPrice (in Rs)]]-[@[Discount price (in Rs.)]],[@[DiscountPrice (in Rs)]])

- STEP 2 : After this we found an error in blank cell so we use "if " function with "iserror" function to fix the error

=IF(ISERROR([@[Discount price]]),"",[@[Discount price]])

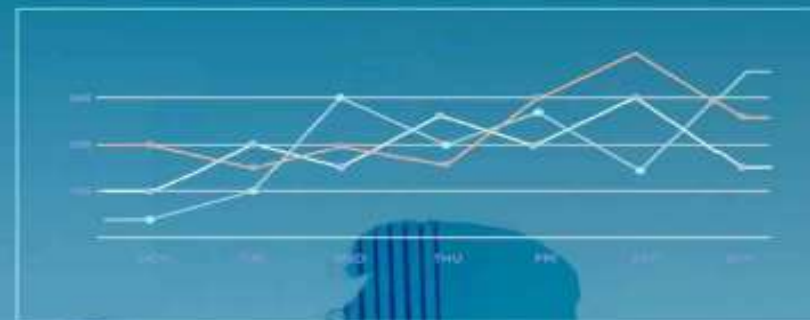


4. Replace all null values in the "SizeOption" column with the text "Not Available."



- STEP 1 : Select the column "Size option ".
- STEP 2 : click to downdrop.
- STEP 3 : Type "null " to the search box.
- STEP 4 : we find that there is no match found.
- so, there is no "null" value find in the ""Size option " column.

DATA ANALYSIS





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

- STEP 1 : We will use "Averageif" function to find the average original price for products with ratings greater than 4.

OriginalPrice	SizeOption	Ratings	Reviews	Discount	Discount price2
1499	28, 30, 32, 34, 36	3.9	999	674.55	824
1149	S, M, L, XL	4	999	631.95	517
1399	38, 40, 42, 44, 46, 48	4.3	999	769.45	629
1295	S, M, L, XL, XXL	4.2	999	401.45	893
599	XS, S, M, L, XL	4.2	999	209.65	389.35
599	XS, S, M, L, XL	4.4	999	239.6	359.4
1499	30, 32, 34, 36	3.9	998	899.4	599

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

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

Formula

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



- STEP 1 : First we convert the "Discount offer (in Rs.)" to "Discount offer (in %)" in new column.

=IF([@[Discount offer (in Rs.)]="", "", [@[Discount offer (in Rs.)]/[@[OriginalPrice (in Rs.)]])											
Category	OriginalPrice	SizeOption	Ratings	Reviews	Discount offer(in Rs.)	Discount price					
Men	1499	28, 30, 32, 34, 36	3.9	999	674.55	824	=IF([@[Discount offer (in Rs.)]="", "", [@[Discount offer (in Rs.)]/[@[OriginalPrice (in Rs.)]])				
Men	1149	S, M, L, XL	4	999	631.95	517					
Men	1399	38, 40, 42, 44, 46, 48	4.3	999	769.45	629					
Women	1295	S, M, L, XL, XXL	4.2	999	401.45	893					
Women	599	XS, S, M, L, XL	4.2	999	209.65	389.35					

Formula

- STEP 2 : Then we use "Countif" function to Count the number of products with a discount offer greater than 50% OFF.

OriginalPrice	SizeOption	Ratings	Reviews	Discount offer(in Rs.)	Discount price	Discount offer(%)
1499	28, 30, 32, 34, 36	3.9	999	674.55	824	45%
1149	S, M, L, XL	4	999	631.95	517	55%
1399	38, 40, 42, 44, 46, 48	4.3	999	769.45	629	55%
1295	S, M, L, XL, XXL	4.2	999	401.45	893	31%
599	XS, S, M, L, XL	4.2	999	209.65	389.35	35%
599	XS, S, M, L, XL	4.4	999	239.6	359.4	40%
1499	30, 32, 34, 36	3.9	998	899.4	599	60%
1395	S, M, L, XL	3.7	998	809.1	585.9	58%
1098	XS, S, M, L, XL	4.3	997		739.615796	
2749	28, 30, 32, 34, 36	3.5	996		908.8077558	
2699	S, M, L, XL, XXL	4.4	996	1484.45	1214	55%
699	S, M, L, XL, XXL, 3XL, 4	4.1	996		698.2084967	

=COUNTIF(Table1[Discount offer(%)], ">50%")





- STEP 1 : First click the " Size option " → filters → Text filters → Contains → "M"
- STEP 2 : After apply filter the " Size option " column contains the product available in size "M" and to count the number see the downward bar which shows the count

F	G	H	I	J	K	L	M	N	
description	Original Price	Size Option	Y	Ratings	Review	Discount of	Discount	Discount off	Column1
romotive r	1149	S, M, L, XL		4	999	631.95	517	55%	High Discount
ame wom	1295	S, M, L, XL, XXL		4.2	999	401.45	893	31%	Low Discount
adster won	599	XS, S, M, L, XL		4.2	999	209.65	389.35	35%	Low Discount
ast harbou	599	XS, S, M, L, XL		4.4	999	239.6	359.4	40%	Low Discount
ayra plink ei	1395	S, M, L, XL		3.7	998	809.1	585.9	58%	High Discount
adster won	1098	XS, S, M, L, XL		4.3	997		739.6158		High Discount
k by hrithik	2699	S, M, L, XL, XXL		4.4	996	1484.45	1214	55%	High Discount
adster men	699								High Discount
ubhutee w	3399								High Discount
hena wom	2499								Low Discount
adster won	799								High Discount
shudh wom	1699								High Discount
ngria wom	3999								High Discount
essberry w	999								High Discount
adster won	1299								High Discount
rouk wom	1599								High Discount
iamor black	849								High Discount
about you	1499								Low Discount
ssually blu	1299								High Discount
re women r	1299								High Discount
ngria wom	899								High Discount
adster won	1598	L, M, S, XS, XL		4.2	990	799	799	50%	Low Discount
shudh wom	2349	S, M, L, XL, XXL		4.4	990	1526.85	822.15	65%	High Discount
ttinfab oliv	2449	S, M, L, XL, XXL		4.3	990	1591.85	857.15	65%	High Discount
iero wom	2959	XS, S, M, L, XL		4.3	990	1627.45	1331.55	55%	High Discount

Custom Autofilter

?

×

Show rows where:

Size Option

contains

m

And

Or

Use ? to represent any single character

Use * to represent any series of characters

OK

Cancel



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."

- STEP 1 : We will use " if " function for label "High Discount" & "Low Discount" .

L	M	N	O	P
count	Discount offer	Column1		
517	55%	=IF([@[Discount offer(%)]]>50%,"High Discount","Low Discount")		
893	31%			
89.35	35%	Low Discount		
359.4	40%	Low Discount		
585.9	58%	High Discount		
9.6158		High Discount		

Formula



Data Retrieval and Lookup





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

- We will use "vlookup" function to find the product brand, price, and rating of the product with Product_id "11226634" by using formula

`=VLOOKUP(P7,Table1,{2,7,9},FALSE)`  Formula

- Result

11226634		
Brand	Original price	Rating
Maniac	1199	3.9

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

6744434
=INDEX((Table1[Discount price]),MATCH(P14, Table1[Product_id],0))
um, [column_num])
ow_num, [column_num], [area_num]

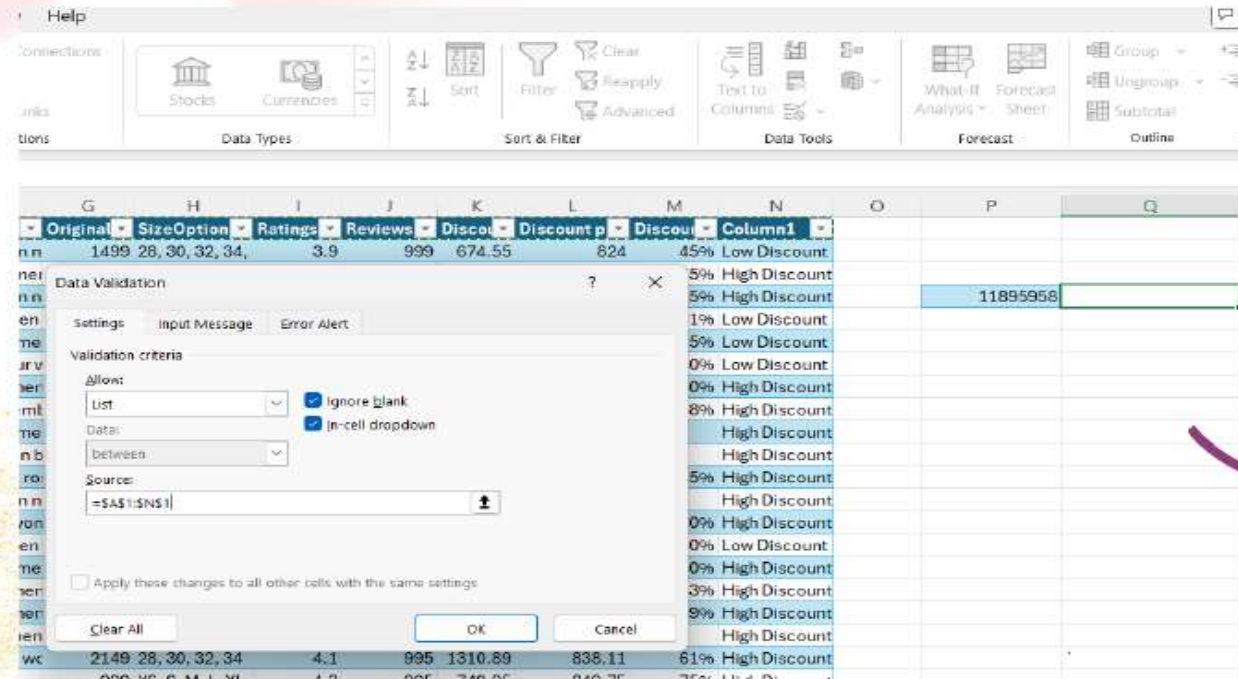
`=INDEX((Table1[Discount price]),MATCH(P14, Table1[Product_id],0))`





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

- STEP 1 : Select any product id from product id column for which we want to find product detail.
- STEP 2 : Go to → data → data tools → data validation → select " list" in allow box → ok
- STEP 3 : Select all headers of the column in table as a source value. It will create a dropdown of list of headers in the column ex. Brand , Category etc.



Product_id	
11895958	Category
	Product_id
	BrandName
	Category
	Individual_category
	category_by_Gender
	Description
	OriginalPrice (in Rs)
	SizeOption
	Ratings
	Reviews
	Discount offer(in Rs.)
	Discount price





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