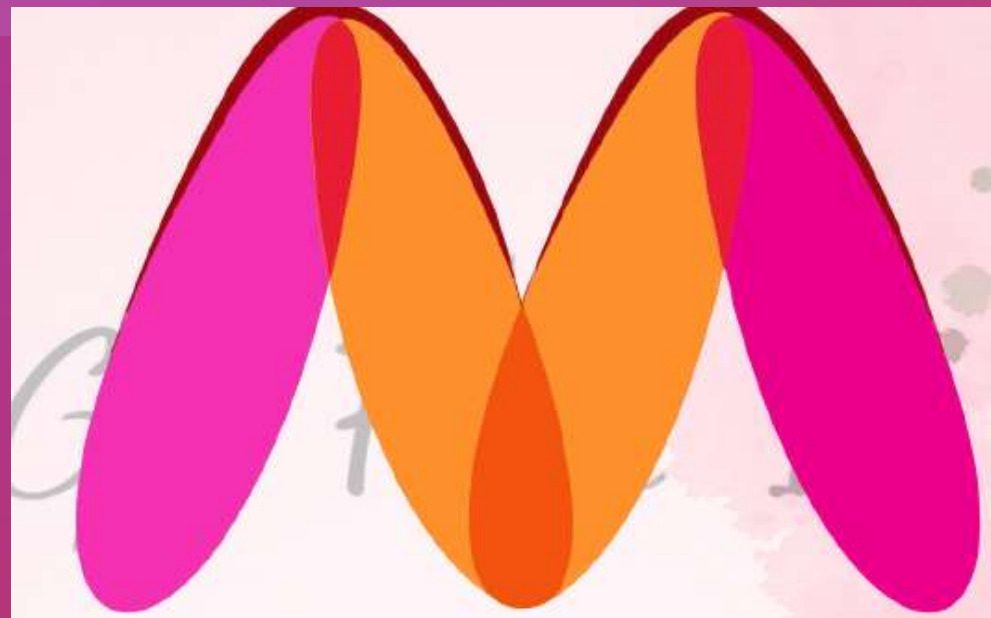


Myntra

FASHION APPAREL ANALYSIS

PRESENTED BY

:SHUBHANGISAPKALE.

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 it's product id.


Project
Planning
Mind
MAP
Analysis
Revision
Collaboration
Presentation

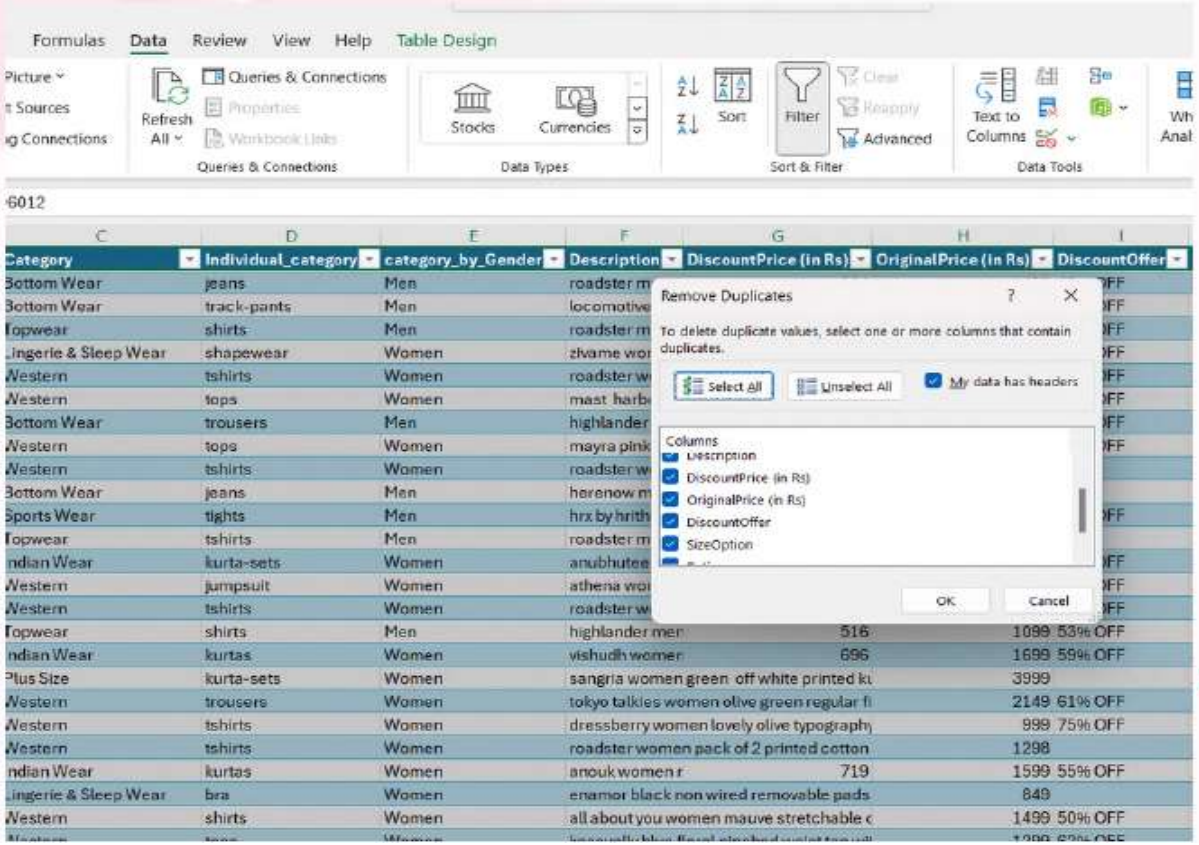
Introduction

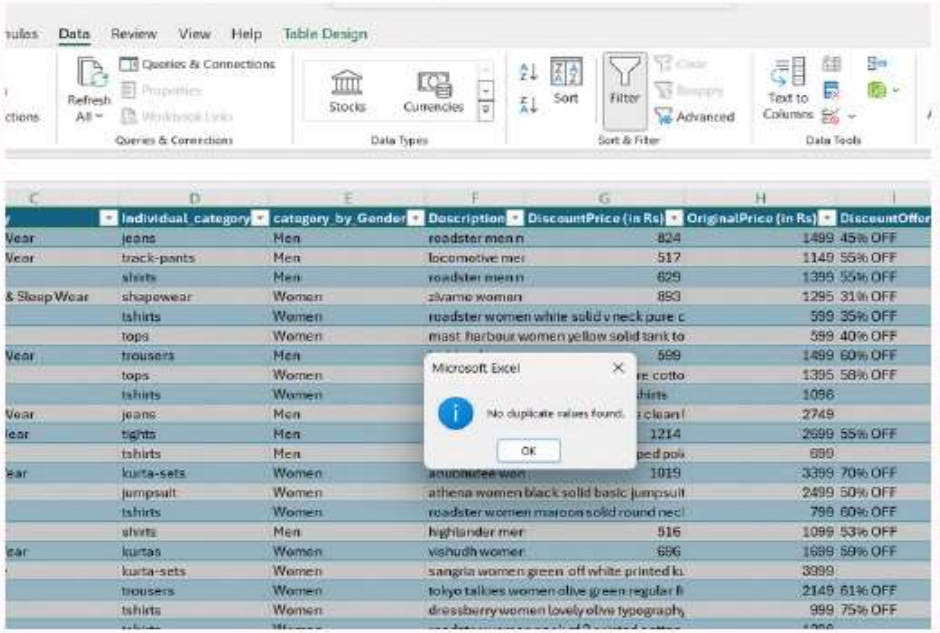
- Myntra is an Indian e-commerce company that sells fashion and lifestyle products online.
- It was founded in 2007-2008 to sell personalized gifts, but has since expanded to offer a wide range of products, including clothing, footwear, accessories, jewelry, and personal care products.
- Myntra works 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.

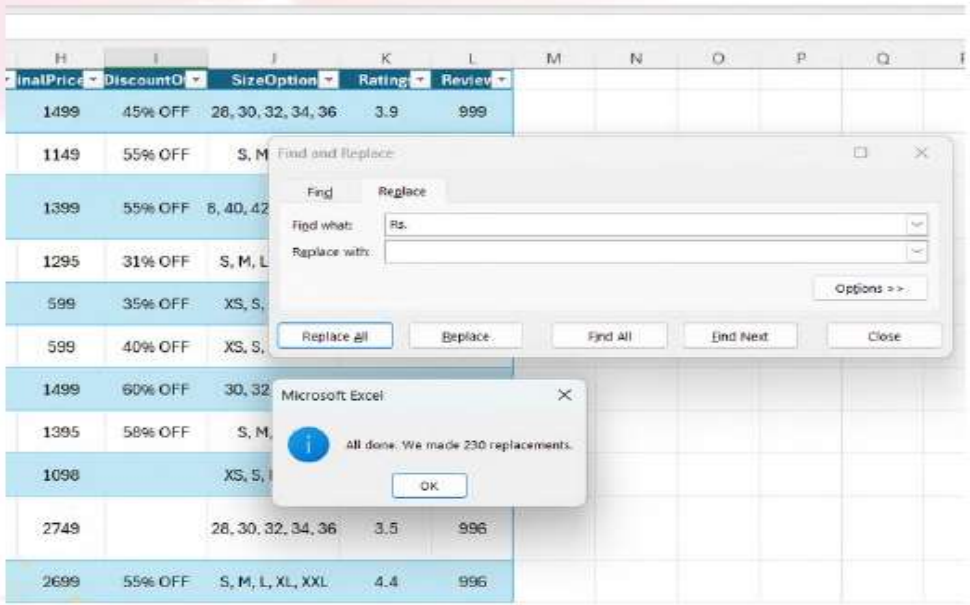
- STEP 1 : Select the table → Go → Data tools → Remove Duplicates
- RESULT : No duplicates find



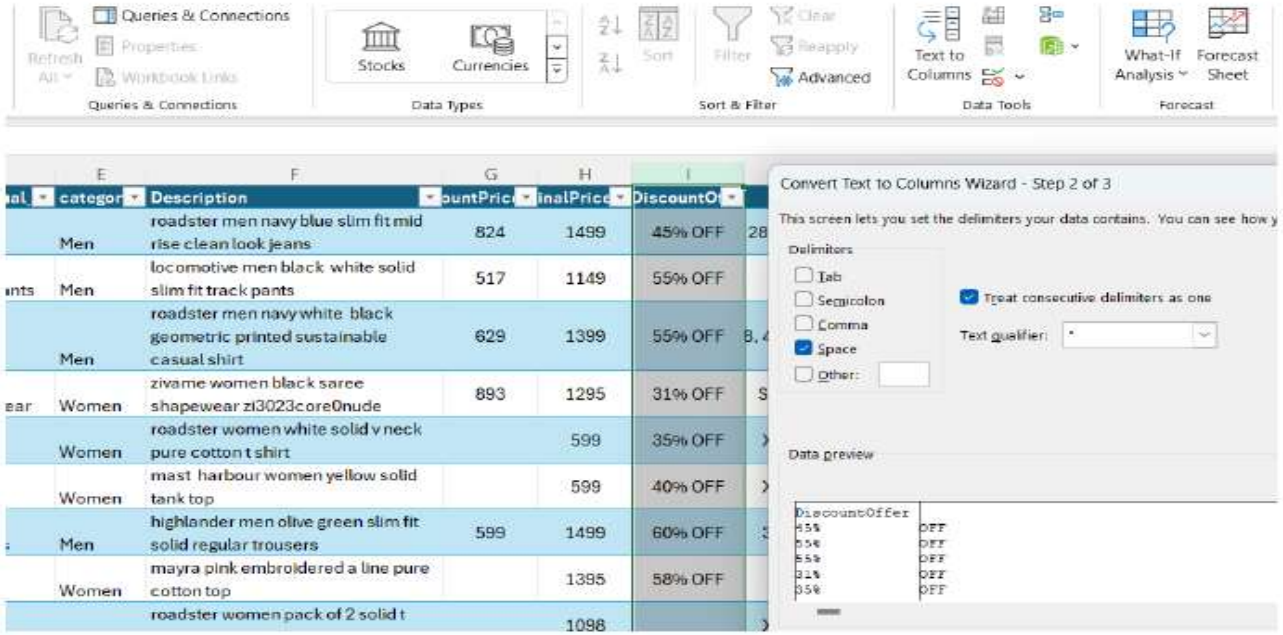


2. Standardize the "Discount Offer" column to a single format, ensuring all values are uniform.

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

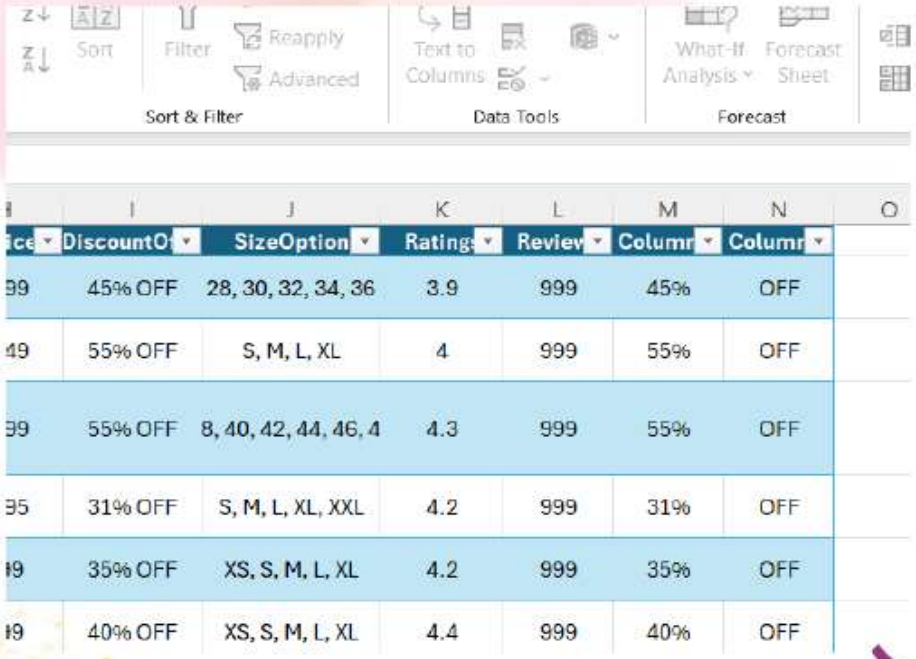


Replace Rs. by blank



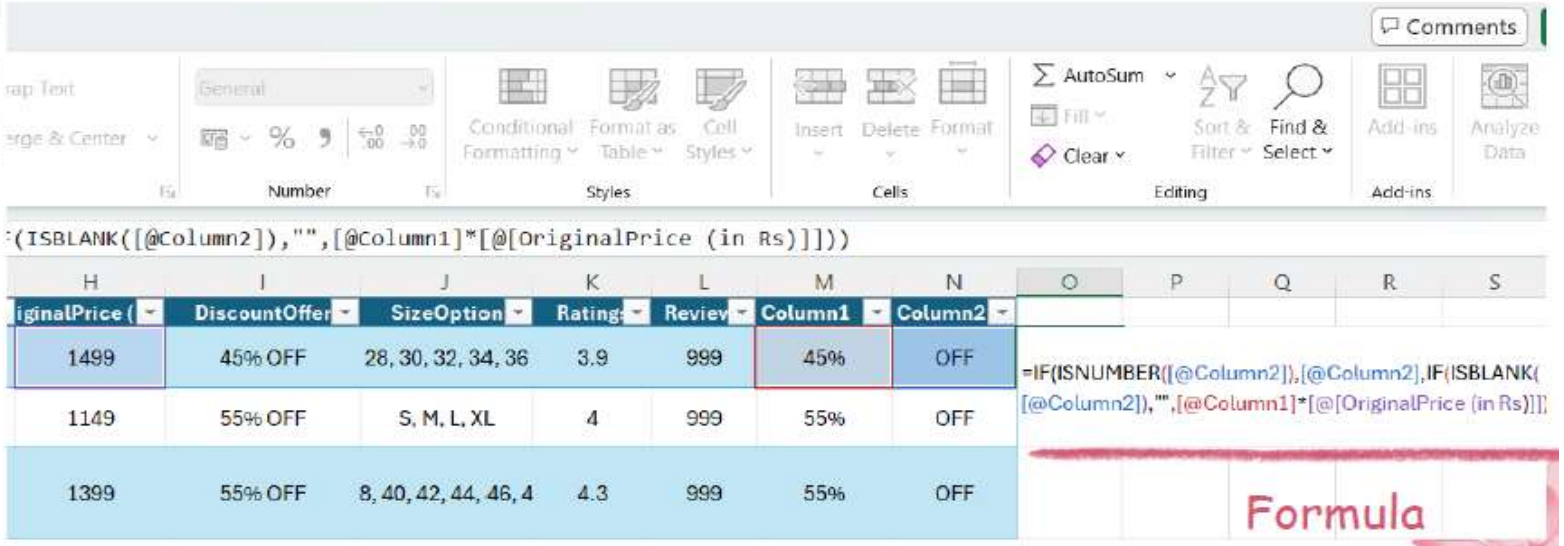
Delimited by space

- STEP 3 : Now delete the extra column which are not of use
- STEP 4 : By using ' if ' function we standardised the " Discount offer "column to the new column " Discount offer (in Rs.) "



I	J	K	L	M	N	O
DiscountOf	SizeOption	Rating	Review	Columr	Columr	
45% OFF	28, 30, 32, 34, 36	3.9	999	45%	OFF	
55% OFF	S, M, L, XL	4	999	55%	OFF	
55% OFF	8, 40, 42, 44, 46, 4	4.3	999	55%	OFF	
31% OFF	S, M, L, XL, XXL	4.2	999	31%	OFF	
35% OFF	XS, S, M, L, XL	4.2	999	35%	OFF	
40% OFF	XS, S, M, L, XL	4.4	999	40%	OFF	

Through Text to column --column got separated



H	I	J	K	L	M	N	O	P	Q	R	S
iginalPrice (	DiscountOffer	SizeOption	Rating	Review	Column1	Column2					
1499	45% OFF	28, 30, 32, 34, 36	3.9	999	45%	OFF					
1149	55% OFF	S, M, L, XL	4	999	55%	OFF					
1399	55% OFF	8, 40, 42, 44, 46, 4	4.3	999	55%	OFF					

=IF(ISNUMBER([@Column2]),[@Column2],IF(ISBLANK([@Column2]),"",[@Column1]*[@[OriginalPrice (in Rs)]]))

Formula

Through Text to column --column got separated

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

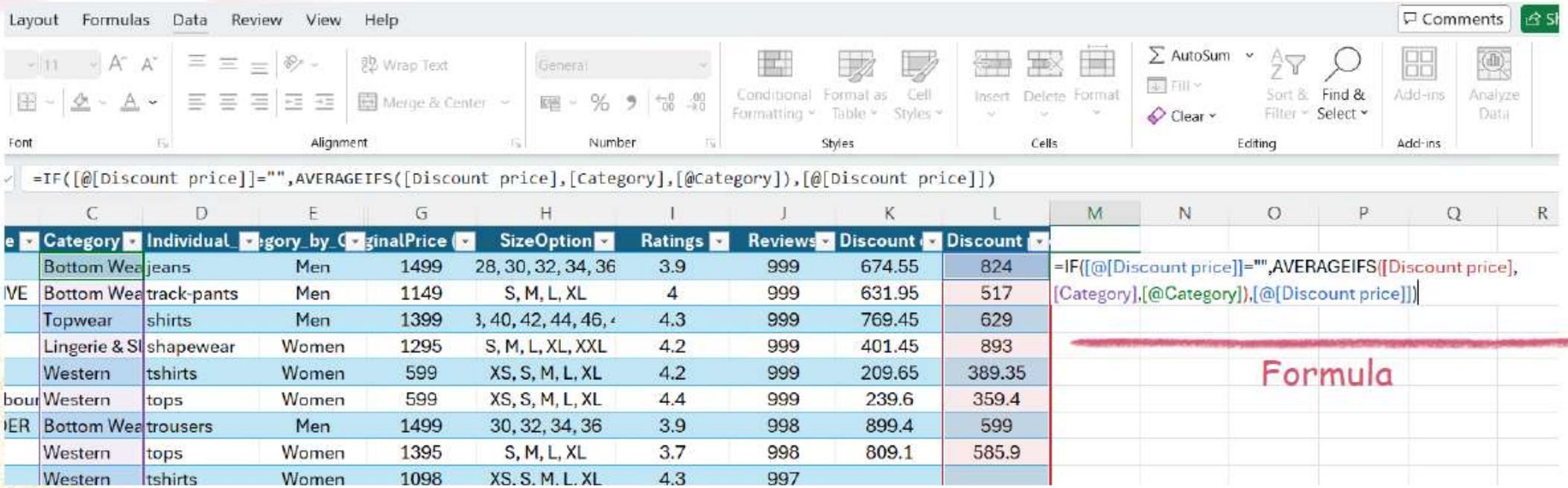
```
=IF(ISBLANK([@[DiscountPrice (in Rs)]]),[@[OriginalPrice (in
Rs)]]-[@[Discount price (in Rs.)]],[@[DiscountPrice (in Rs)]])
```

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

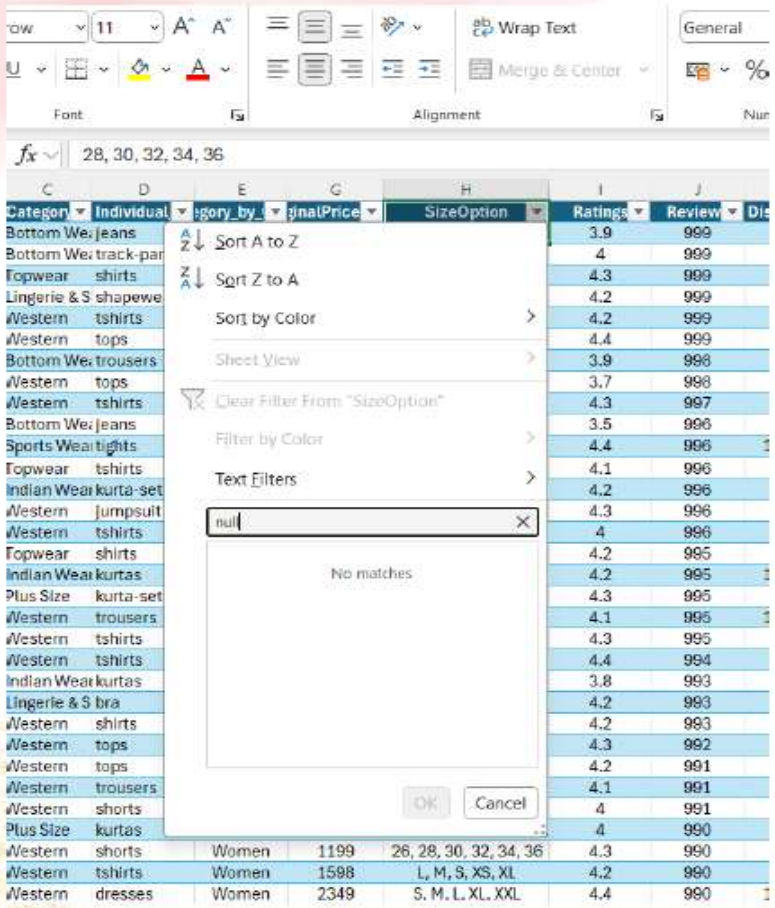
```
=IF(ISERROR([@[Discount price]]),"",[@[Discount price]])
```

- STEP 3 : Now we fill the null value in "Discount Price" by " if" & "Averageifs" function by using formula

=IF(ISBLANK([@[Discount price]]),AVERAGEIFS([Discount price],[Category],[@Category]),[@[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
75 %
55 %
55 %
35 %
37.91%
31.86%
30.23%

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.

ginalPrice (	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

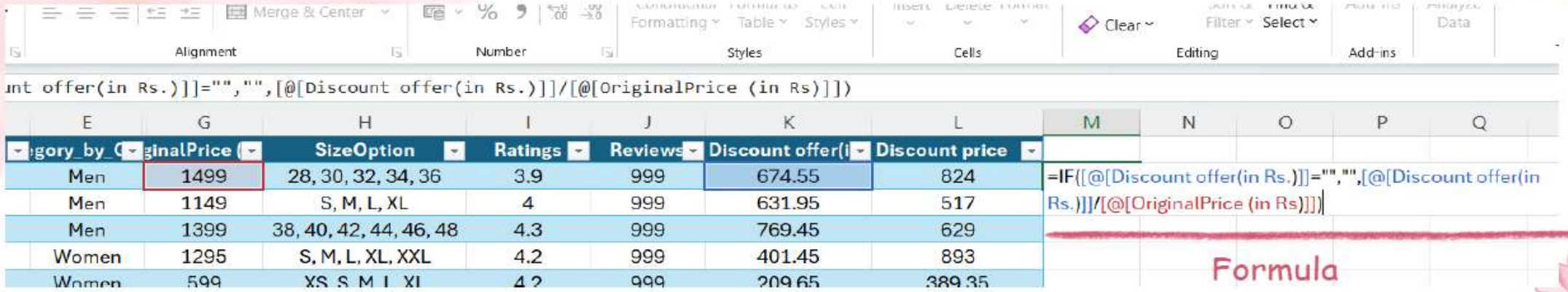
Calculate the overall average original price for products with ratings greater than 4.

```
=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.



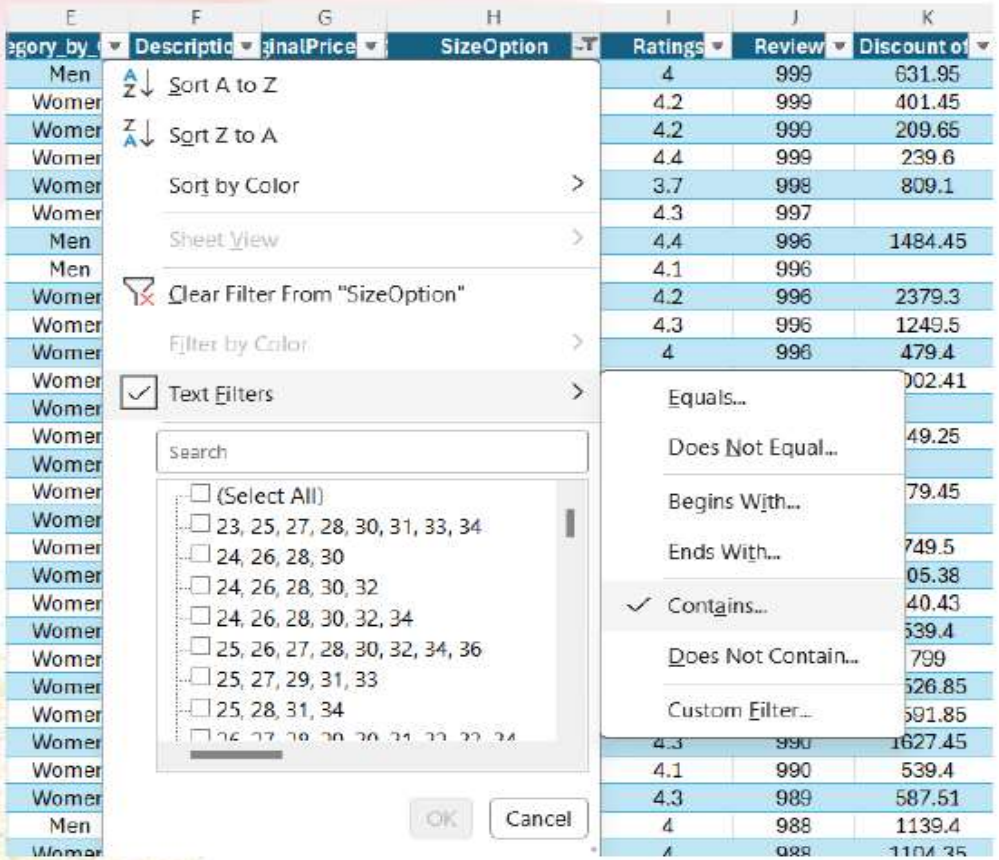
- STEP 2 : Then we use "Countif" function to Count the number of products with a discount offer greater than 50% OFF.

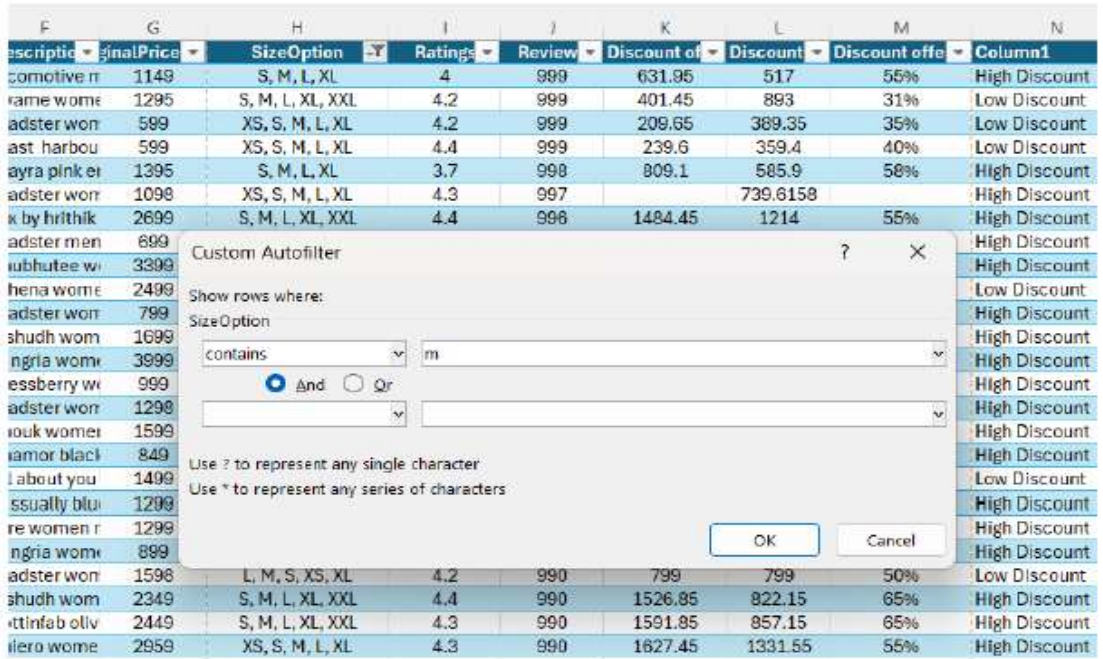
ginalPrice (	SizeOption	Ratings	Reviews	Discount offer(in Rs.)	Discount price	Discount offer(%)
1499	28, 30, 32, 34, 36	3.9	999	674.55	824	45%
1149	S, M, L, XL	4	999	631.95	517	55%
1399	38, 40, 42, 44, 46, 48	4.3	999	769.45	629	55%
1295	S, M, L, XL, XXL	4.2	999	401.45	893	31%
599	XS, S, M, L, XL	4.2	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%")

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

- 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





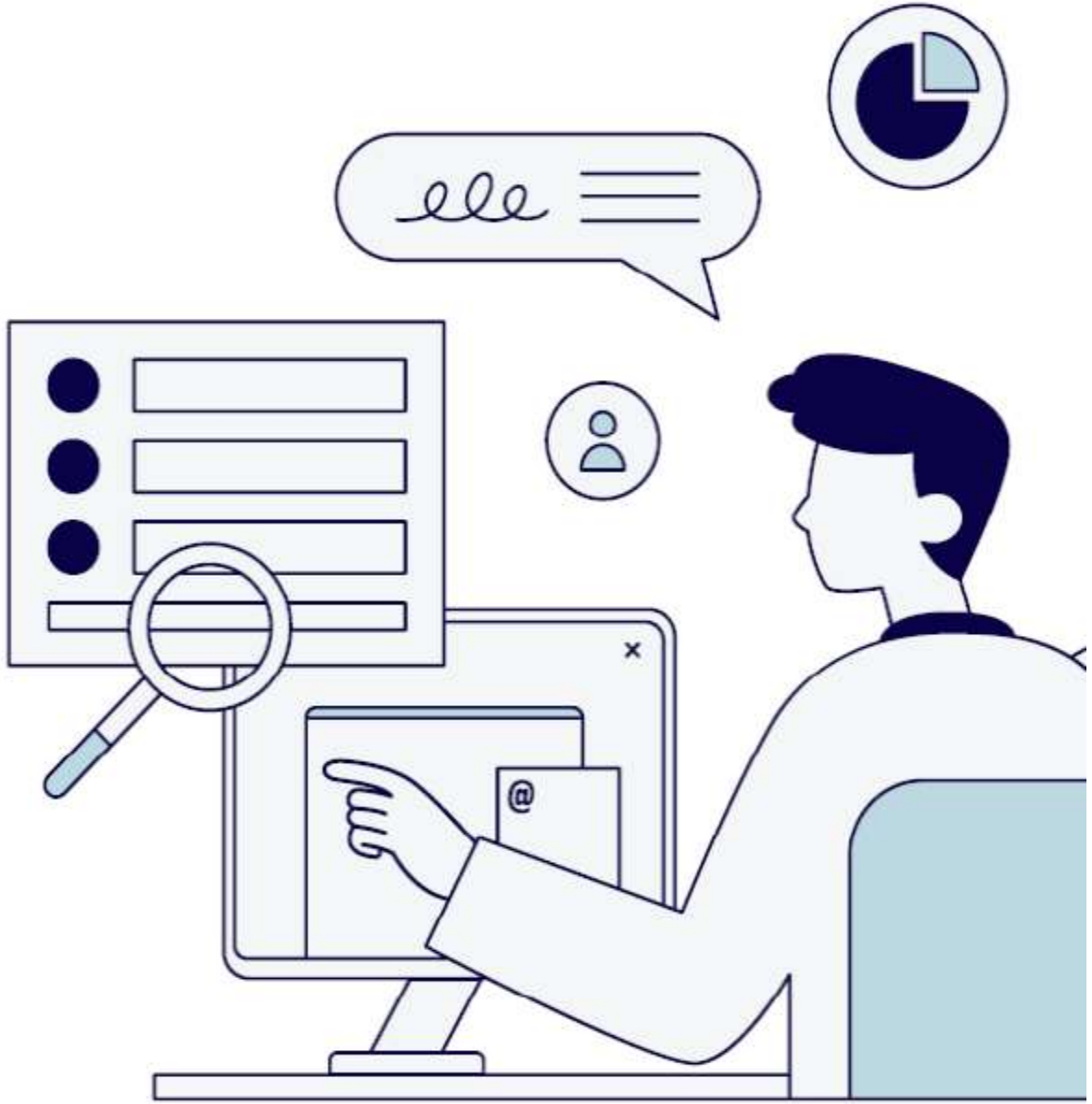
4. Create a new column to label the products as "High Discount" if the discount offer is greater than 50% OFF, otherwise label them as "Low Discount."

- 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		
893	31%	Discount","Low Discount")		
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".

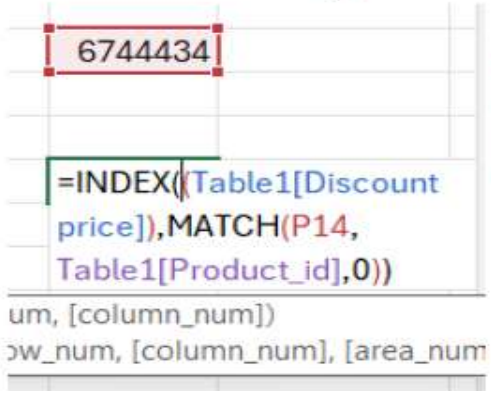
- We will use " vlookup " function to find the product brand, price, and rating of the product with Product_id "11226634" by using formula

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

- Result

	11226634		
	Brand	Original price	Rating
	Maniac	1199	3.9

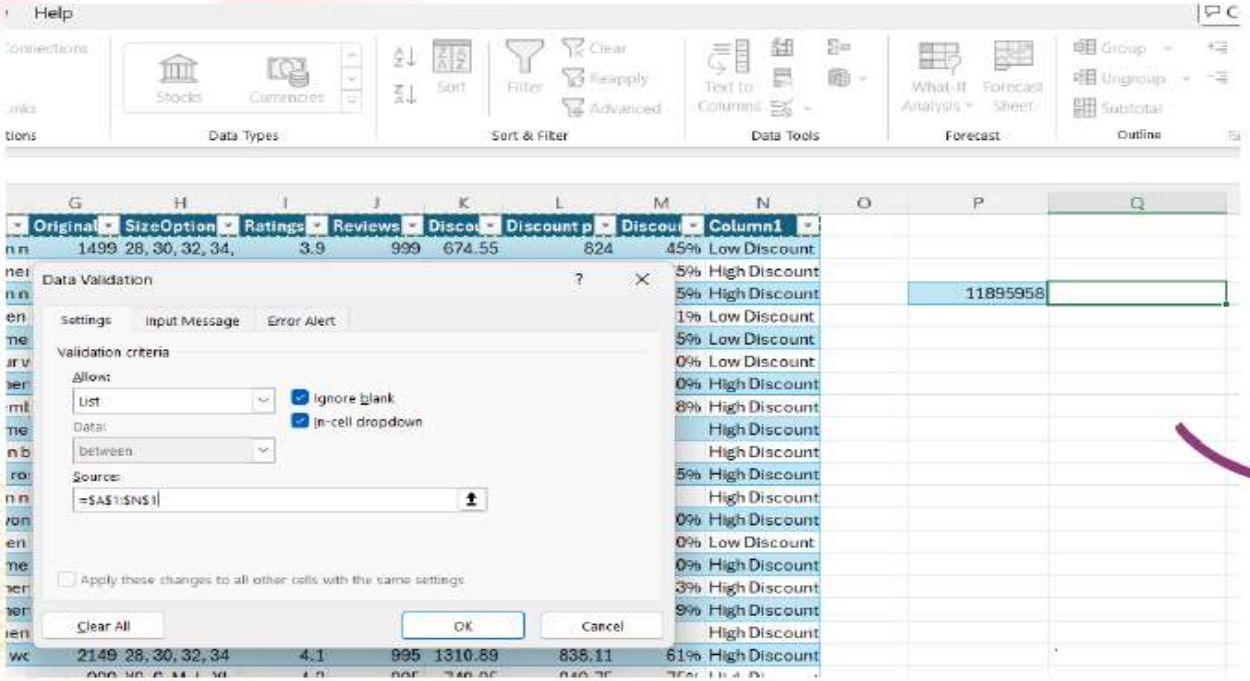
2. Find the "DiscountPrice" for the product with the Product ID "6744434" using the INDEX and MATCH functions

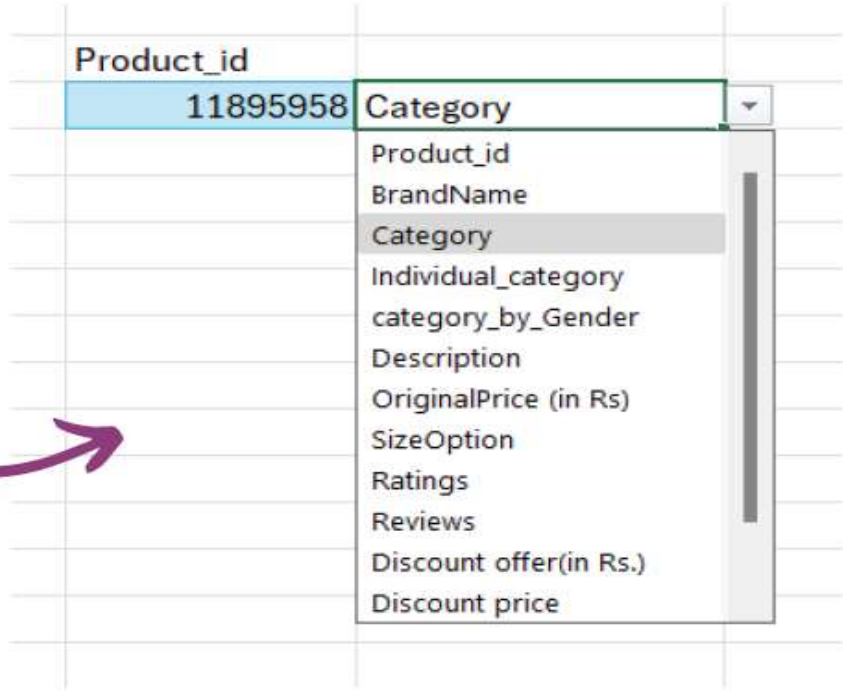


=INDEX((Table1[Discount price]),MATCH(P14,Table1[Product_id],0))

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.





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