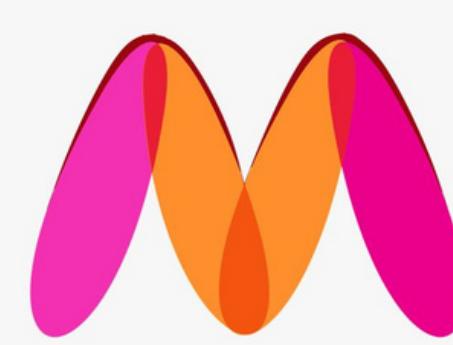


Myntra E- Commerce Sales Data Analysis

Excel-Based Data Cleaning, Analysis & Lookup
Project

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OVERVIEW OF THE DATASET

URL	Product_id	BrandName	Category	Individual_category	category_by_Gender
https://www.myntra.com/jea	2296012	Roadster	Bottom Wear	jeans	Men
https://www.myntra.com/tra	13780156	LOCOMOTIVE	Bottom Wear	track-pants	Men
https://www.myntra.com/shi	11895958	Roadster	Topwear	shirts	Men
https://www.myntra.com/sha	4335679	Zivame	Lingerie & Shapewear		Women
https://www.myntra.com/tsh	11690882	Roadster	Western	tshirts	Women
https://www.myntra.com/top	2490950	Mast & Harbour	Western	tops	Women
https://www.myntra.com/tro	6744434	HIGHLANDER	Bottom Wear	trousers	Men
https://www.myntra.com/top	8439415	Mayra	Western	tops	Women
https://www.myntra.com/tsh	17381394	Roadster	Western	tshirts	Women
https://www.myntra.com/jea	2359257	HERE&NOW	Bottom Wear	jeans	Men
https://www.myntra.com/tig	7695793	HRX by Hrithik	Sports Wear	tights	Men
https://www.myntra.com/tsh	10307375	Roadster	Topwear	tshirts	Men
https://www.myntra.com/kur	12873874	Anubhutee	Indian Wear	kurta-sets	Women

Description	DiscountPrice (in Rs)	AverageDiscount	OriginalPrice (in Rs)	DiscountOffer
roadster men navy blue slim fit mid rise clean look jeans	824	824.00	1499	45%
locomotive men black white solid slim fit track pants	517	517.00	1149	55%
roadster men navy white black geometric printed sustainable casual shirt	629	629.00	1399	55%
zivame women black saree shapewear zi3023coreOnude	893	893.00	1295	31%
roadster women white solid v neck pure cotton t shirt	0.00	599	599	35%
mast harbour women yellow solid tank top	0.00	599	599	40%
highlander men olive green slim fit solid regular trousers	599	599.00	1499	60%
mayra pink embroidered a line pure cotton top	0.00	1395	1395	58%
roadster women pack of 2 solid t shirts	0.00	1098	1098	
herenow men blue slim fit mid rise clean look ankle length stretchable jeans	891.79	2749	2749	
hrx by hrithik roshan men rapid dry training tights	1214	1214.00	2699	55%
roadster men navy blue white striped polo collar pure cotton t shirt	671.27	699	699	





Project Objectives

DATA CLEANING

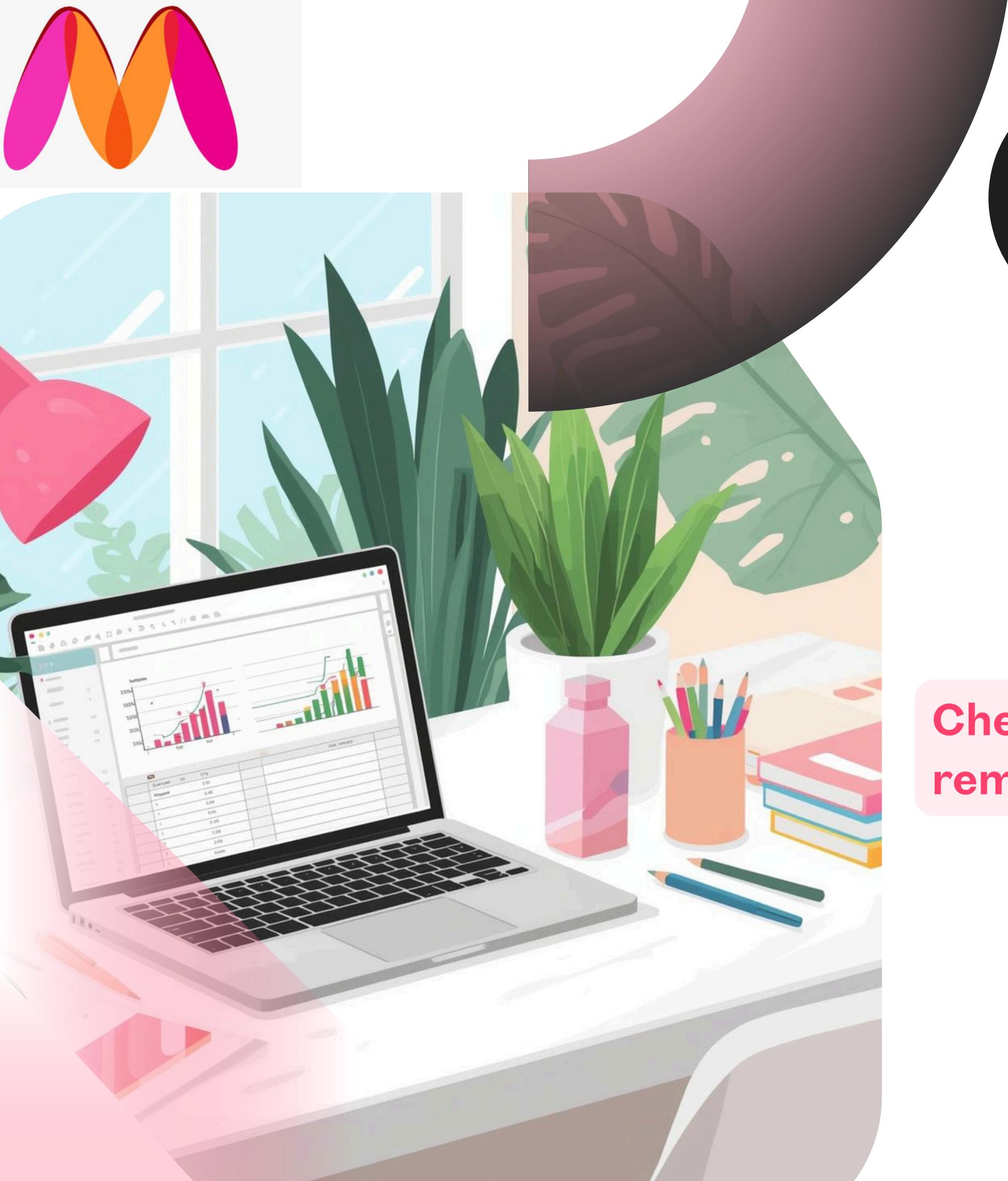
Focus on removing duplicates and standardizing data formats for accuracy.

DATA ANALYSIS

Deriving key metrics to gain insights from cleaned e-commerce sales data.

TOOLS USED

Utilizing Microsoft Excel for effective data manipulation and analysis.



Data Cleaning and Preparation

DUPLICATE REMOVAL

Check for duplicate values in your dataset and remove them.

No Duplication found

Data Cleaning and Preparation

STANDARDIZATION

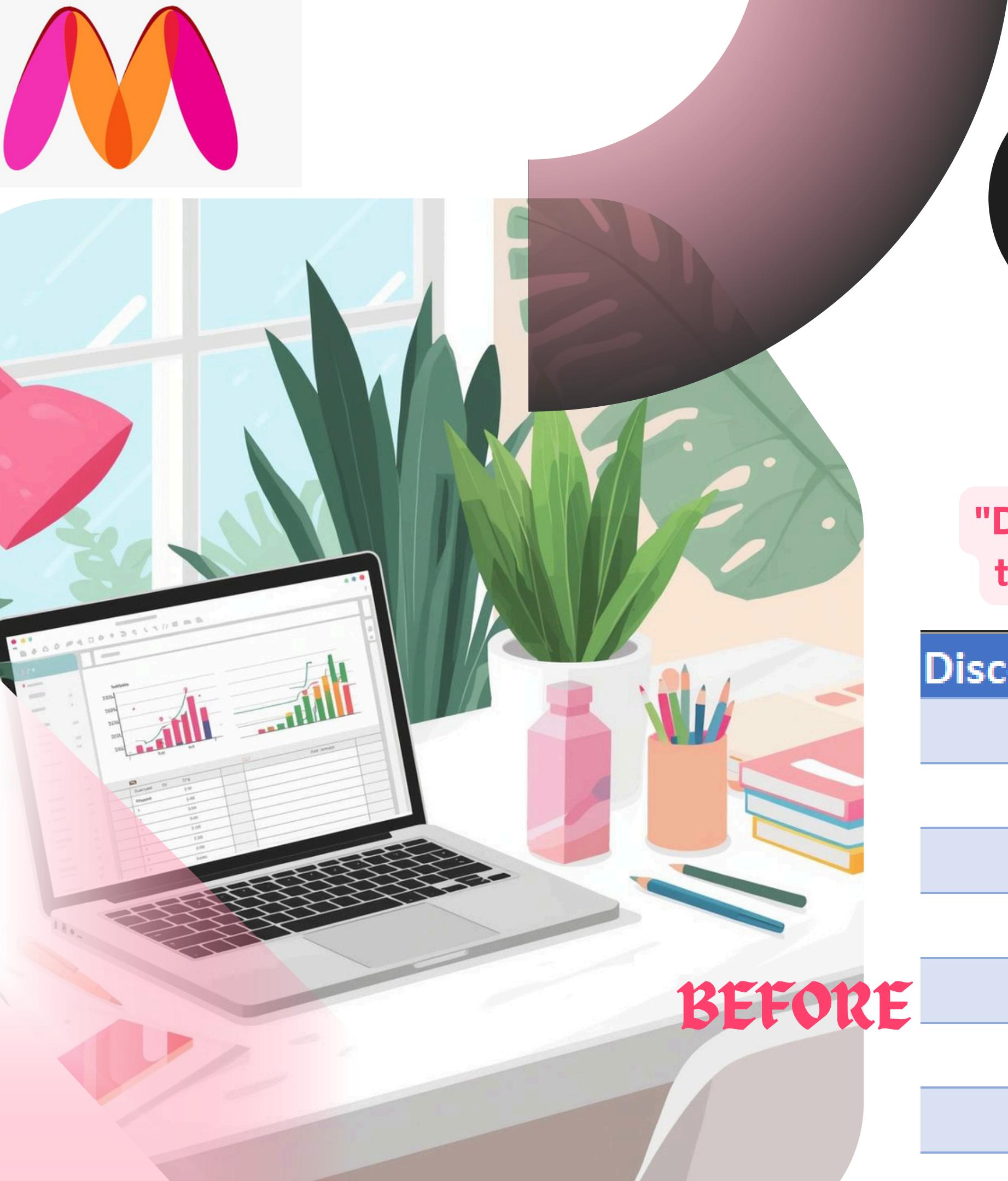
Standardize the "DiscountOffer" column to a single format, ensuring all values are uniform.

Before

DiscountOffer
15% OFF
15% OFF
15% OFF
75% OFF
90% OFF
Rs. 1006 OFF
15% OFF - Up to *

AFTER

StandardizedDicountOffer
674.55
631.95
769.45
401.45
209.65
239.6
899.4



Data Cleaning and Preparation

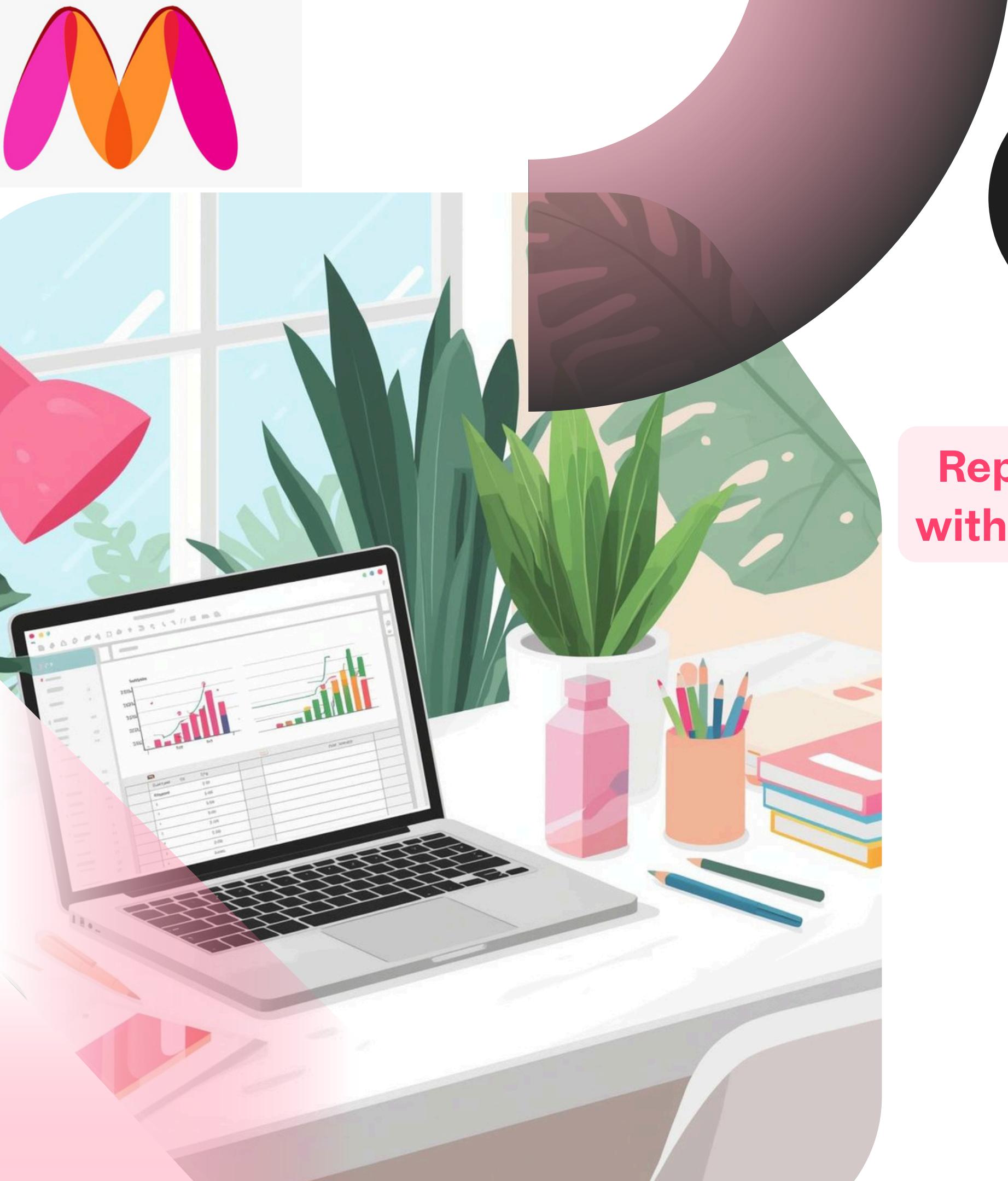
NULL HANDLING

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

DiscountPrice (in Rs)
1104
466
424
424
1355

AverageDiscount
893.00
0.00
0.00
599.00
0.00
0.00
891.79
1214.00

AFTER

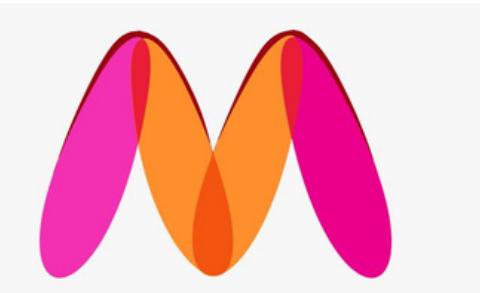


Data Cleaning and Preparation

REPLACING NULL VALUES

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

No “NULL” found



Data Analysis

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

AvgPrice>4 ▾ Reviews ▾ Column ▾

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

ROUND(number, num_digits)

AvgPrice>4

₹ 1,621.55





Data Analysis

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

PRODUCTS MORE THAN 50%OFF

```
=COUNTIF([DiscountOffer],">0.50")
```

PRODUCTS MORE THAN 50%OFF

2662.00

Data Analysis

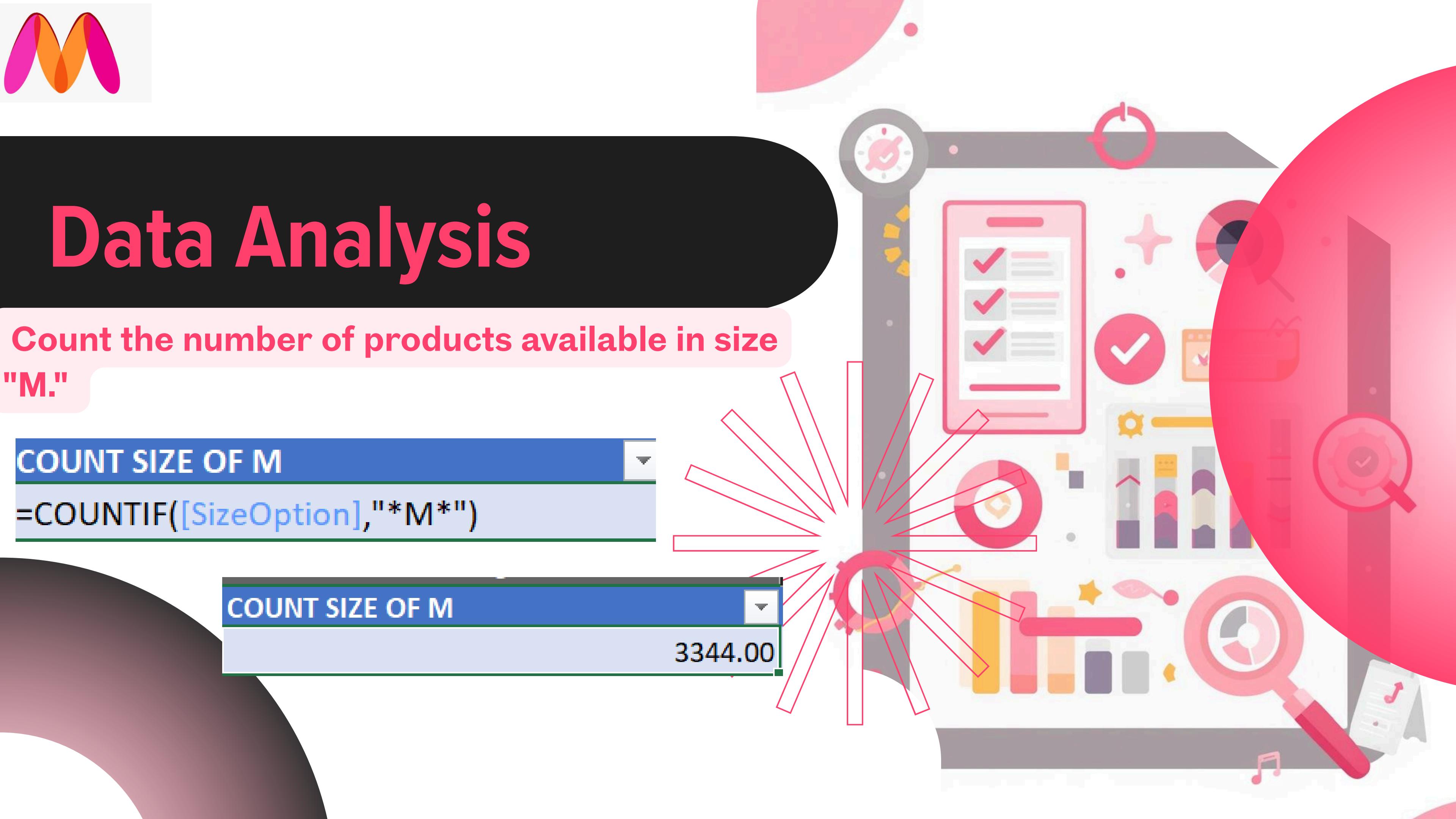
Count the number of products available in size "M."

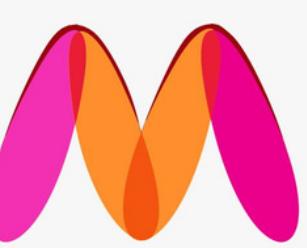
COUNT SIZE OF M

```
=COUNTIF([SizeOption],"*M*")
```

COUNT SIZE OF M

3344.00





Data Analysis

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."

DiscountStatus
=IFS([@DiscountOffer]>0.5,"High Discount",[@DiscountOffer]<=0.5,"Low Discount")

DiscountStatus
Low Discount
High Discount
High Discount
Low Discount
Low Discount
Low Discount
Low Discount



Data Retrieval and Lookup

USE VLOOKUP/XLOOKUP TO FIND THE PRODUCT BRAND, PRICE, AND RATING OF THE PRODUCT WITH PRODUCT_ID "11226634".

```
VLOOKUP(V16,Table1[[#All],[Product_id]:[Column1]],2,0)
```

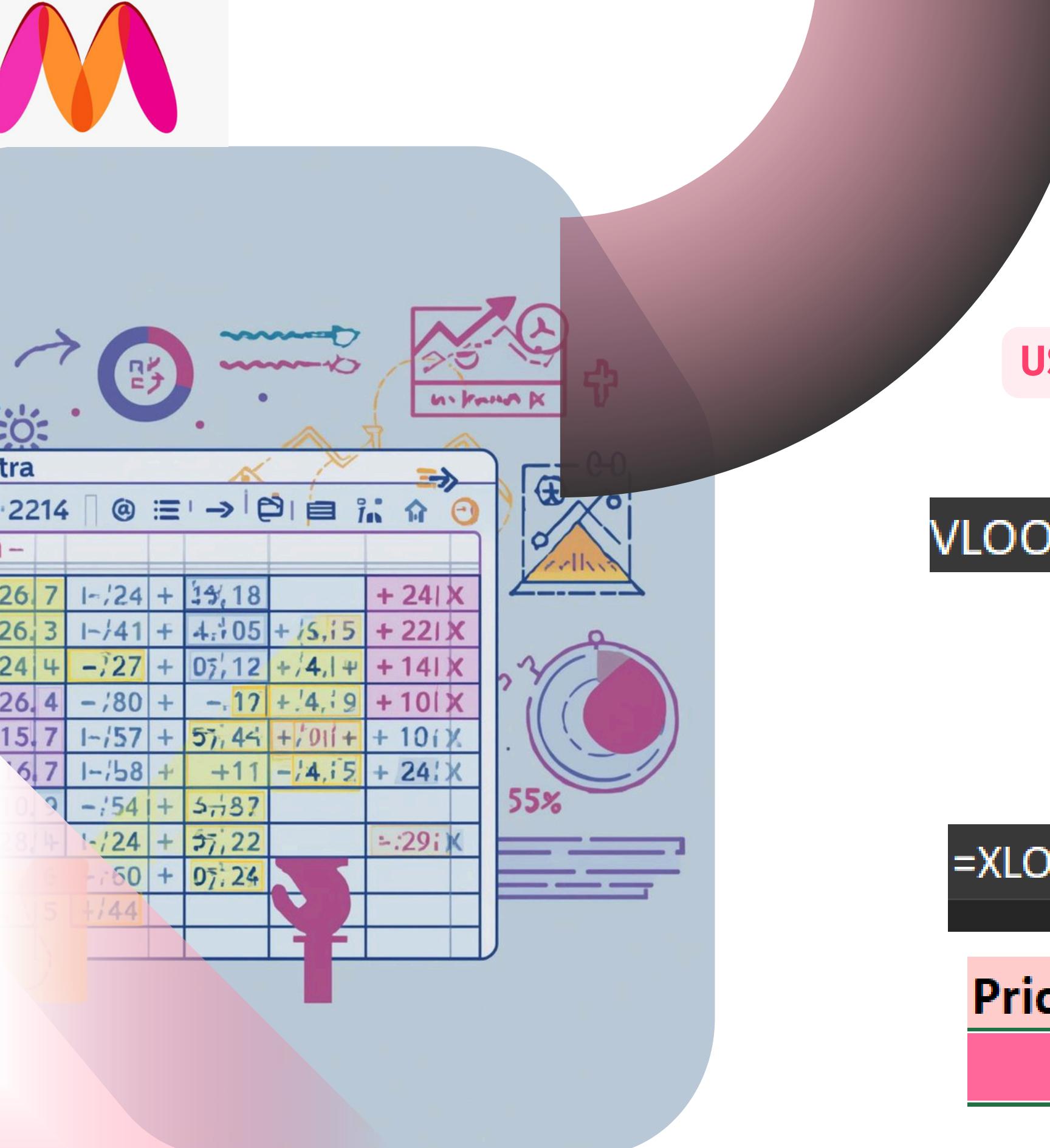
Product Brand
Maniac

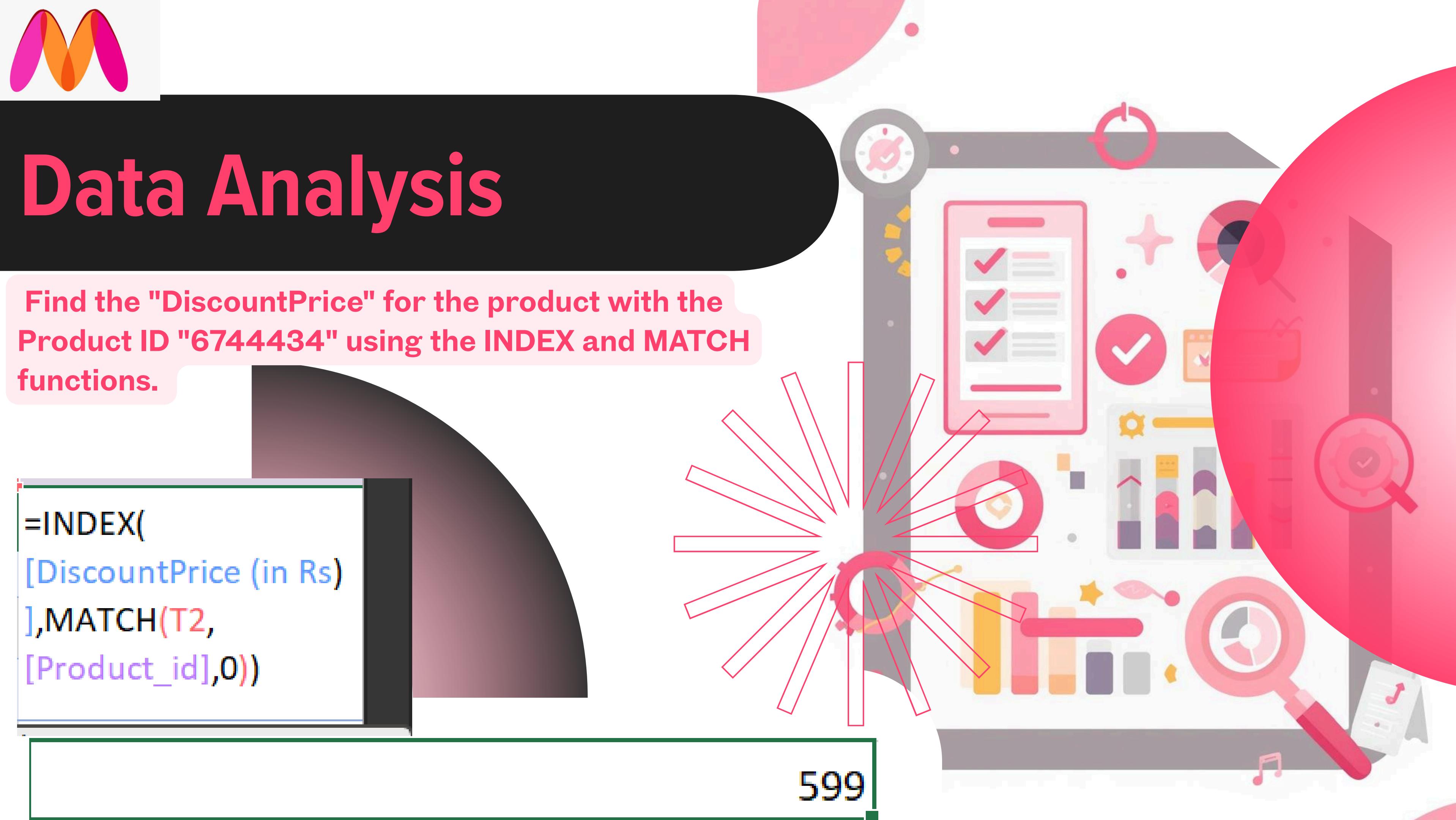
```
=XLOOKUP(V16,Table1[Product_id],Table1[OriginalPrice (in Rs)])
```

Price
1199

```
=XLOOKUP(V16,Table1[Product_id],Table1[Ratings])
```

Ratings
3.9





Data Analysis

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

```
=INDEX([DiscountPrice (in Rs)],MATCH(T2,[Product_id],0))
```

599

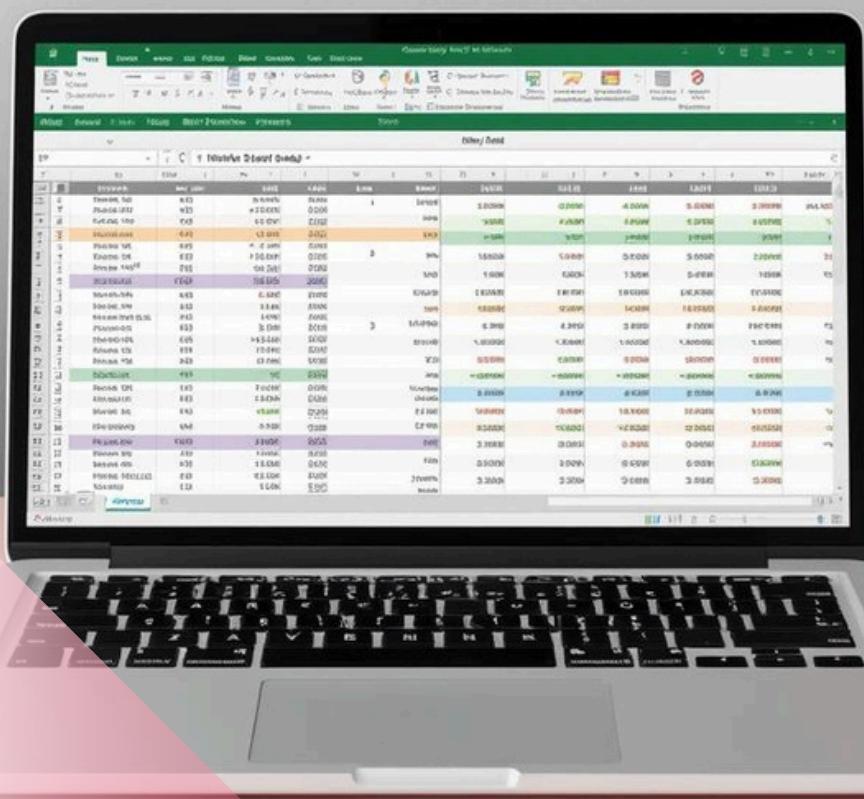
Data Analysis

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

ProductID	BrandName
2888727	HIGHLANDER
2888727	
12150560	
2337104	
12027772	
2429098	
11530828	
130968	
8350055	

The background features a large red circular graphic on the right side, overlaid on a white dashboard with various charts, icons, and a magnifying glass. A black circle is positioned in the upper left area.

Data Insights



AVERAGE PRICE

The average price for products rated above 4 is significant for sales strategy.

DISCOUNT COUNTS

Identifying products with substantial discounts can enhance customer attraction and sales.

SIZE AVAILABILITY

Understanding size availability helps optimize inventory and meet customer needs effectively.

Size Count & Discounts

SIZE COUNT ANALYSIS

Analyzing the count of products available in size “M” reveals availability trends.

DISCOUNT LABELING

Applying labels for High and Low Discounts helps in quick data referencing.

DATA INSIGHTS

Insights derived from size and discount data support strategic decision making.



THANK YOU FOR YOUR ATTENTION!