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Task 7 : XYZ Ads Airing Report (Final Project - 3)
Tech Stack used : Microsoft Excel

Analysis done on the following points:

- What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

- What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?

- Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.

- Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target?

P.S.
The cleaned and analyzed data in the form of excel sheets have been uploaded to Google Drive also the excel sheets are large files due to vastness of data, so they won't be visible on google excel sheets online they need to be downloaded and seen offline using Microsoft Excel 2019
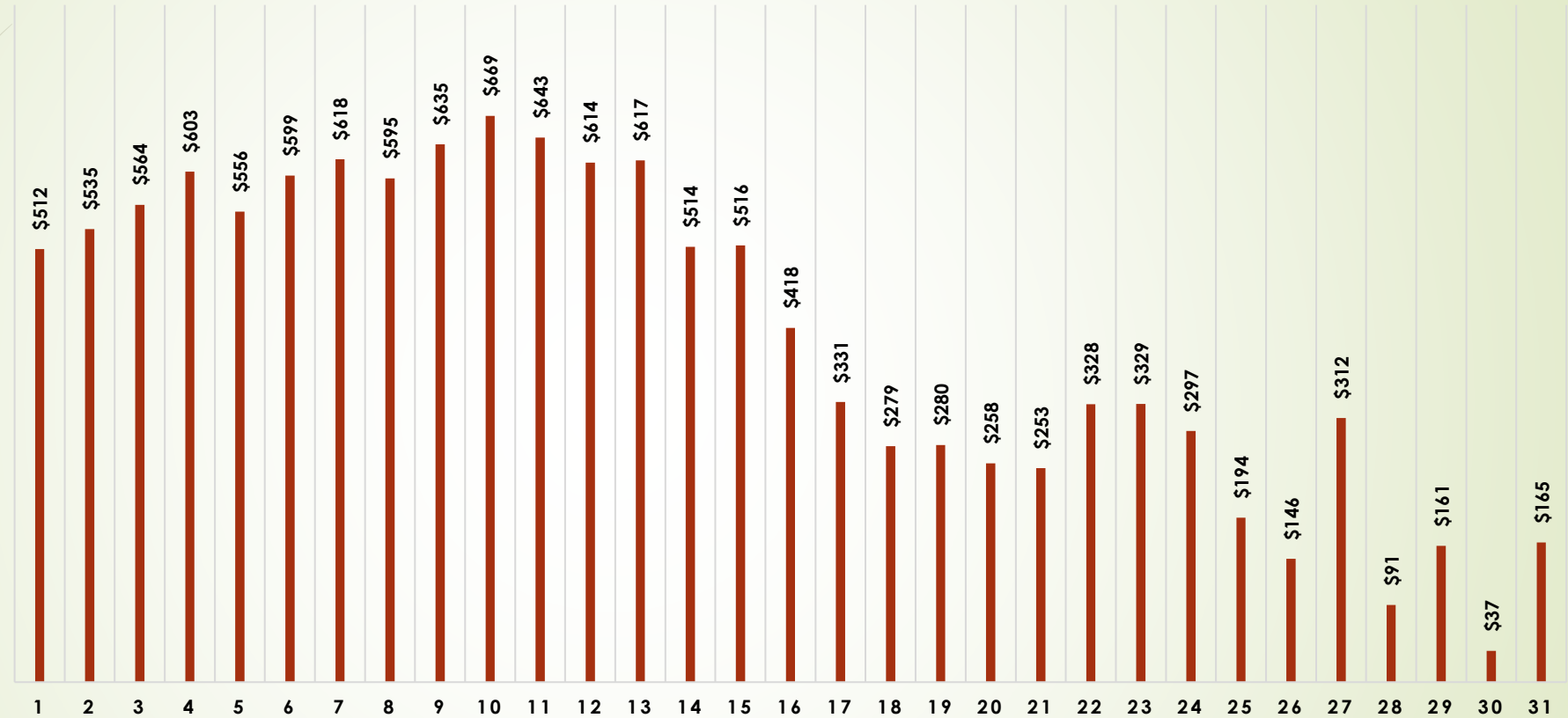
Pod Position

→ Pod position is the position of the ad commercial during an ad commercial break eg: If in a commercial break one sees Amul butter Ad first, then he/she sees Big Basket Ad the next and then he/she sees Amazon Ad.

→ So, in the above case the Pod positions of brands AMUL, Big Basket and Amazon are 1,2 and 3 respectively.

Average of Spend ($)	Column Labels																															Grand Total
Row Labels	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Grand Total
Honda Cars	$512	$535	$564	$603	$556	$599	$618	$595	$635	$669	$643	$614	$617	$514	$516	$418	$331	$279	$280	$258	$253	$328	$329	$297	$194	$146	$312	$91	$161	$37	$165	$566
Hyundai Motors India	$2,888	$1,811	$2,467	$3,359	$2,518	$2,621	$2,324	$2,611	$2,477	$2,110	$2,139	$2,446	$2,551	$2,170	$2,015	$1,891	$1,971	$1,469	$2,258	$3,429	$3,467	$3,917	$1,793	$1,291	$276				$1,679			$2,536
Mahindra and Mahindra	$3,723	$2,394	$2,543	$2,734	$2,632	$2,490	$2,228	$2,229	$2,140	$2,094	$2,192	$2,277	$2,329	$2,929	$2,720	$1,965	$2,528	$3,204	$2,694	$3,223	$1,972	$1,687	$935	$1,497	$897	$16,175		$294	$101		$274	$2,686
Maruti Suzuki	$1,730	$1,776	$2,163	$2,334	$2,252	$2,226	$2,082	$1,924	$1,892	$1,988	$2,083	$2,311	$2,213	$2,400	$2,372	$2,603	$2,453	$2,449	$2,973	$1,890	$1,575	$2,105	$1,932	$2,136	$2,639	$819	$394	$274	$90		$2,569	$1,993
Tata Motors	$1,209	$1,124	$1,202	$1,210	$1,190	$1,202	$1,183	$1,049	$1,091	$1,005	$1,090	$1,234	$1,149	$1,100	$991	$1,057	$653	$681	$754	$1,283	$854	$259	$650	$141	$1,344	$182	$2,830	$7		$11		$1,170
Toyota	$2,155	$1,691	$1,758	$1,656	$1,478	$1,415	$1,362	$1,424	$1,665	$1,822	$1,730	$1,835	$1,499	$1,976	$1,350	$1,412	$1,528	$2,261	$1,575	$700	$1,962	$2,121	$1,932	$868	$1,093	$1,021	$947					$1,706
Grand Total	$2,029	$1,672	$1,938	$2,115	$1,955	$1,925	$1,790	$1,744	$1,723	$1,717	$1,774	$1,905	$1,860	$1,981	$1,817	$1,735	$1,634	$1,673	$1,839	$1,510	$1,370	$1,318	$1,111	$1,038	$789	$3,880	$1,042	$151	$508	$24	$1,003	$1,903

The above table show the values of avg(amt_spent) by each brand for various Pod positions numbered from 1 to 31
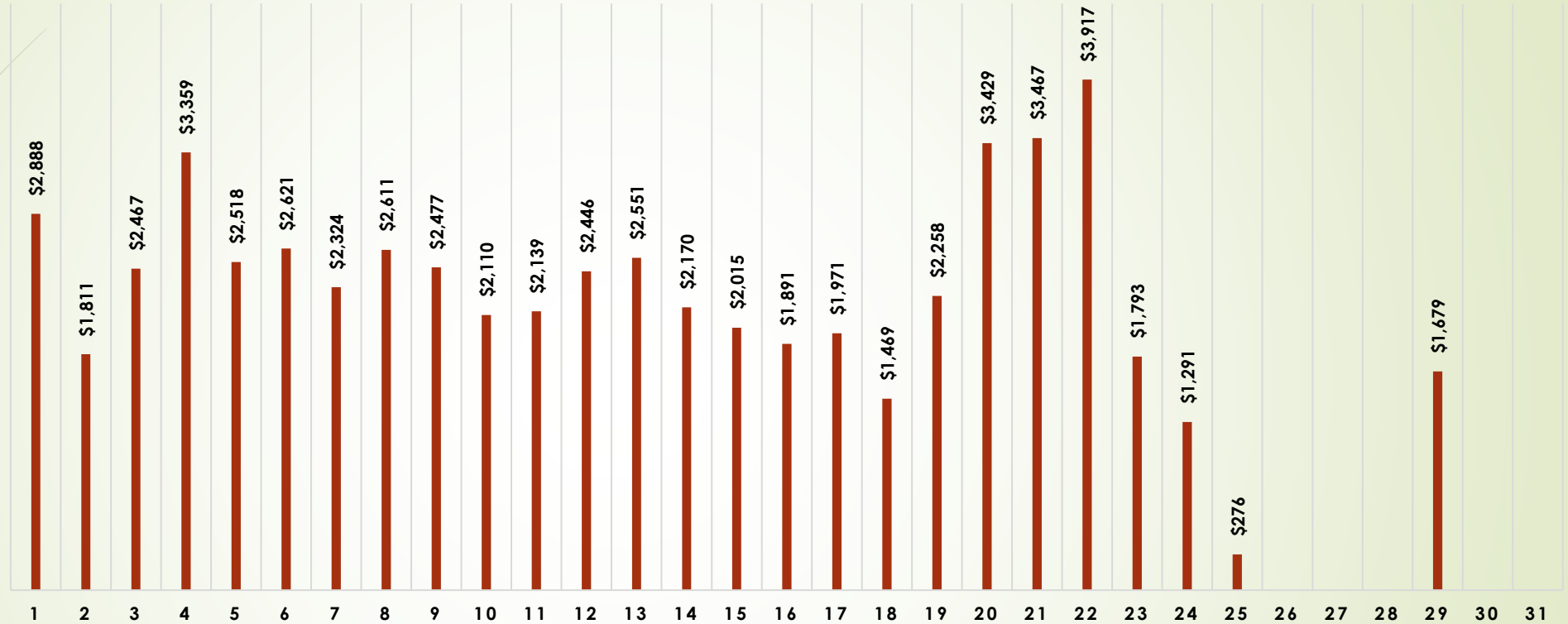
Pod Position

HONDA CARS

From the above Bar plot we can infer that for Honda Motors as the Pod Position tends towards 31, the amount spent first increases till pod pos.10 and then decreases from pod pos.11 onwards
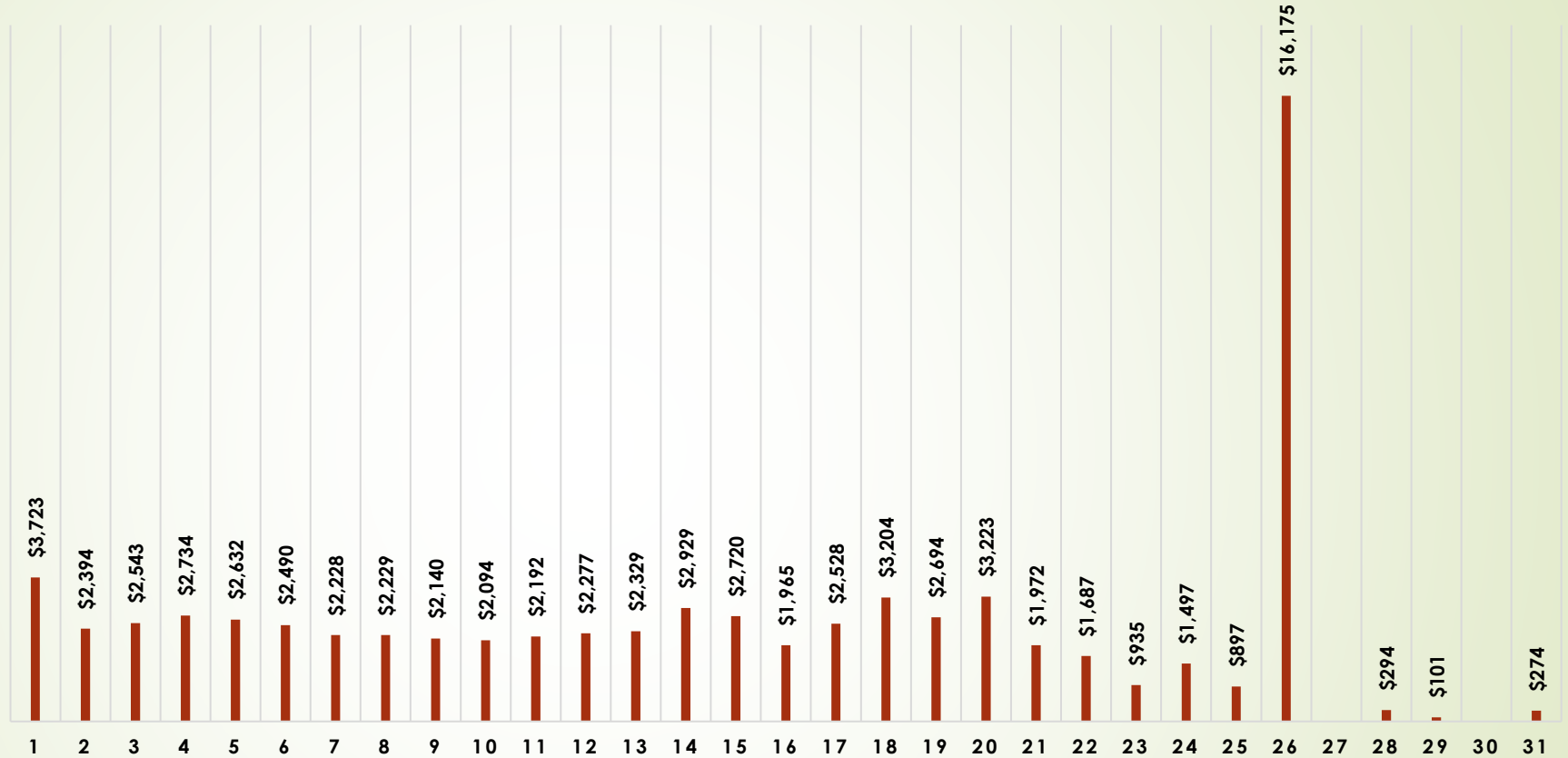
Pod Position

HYUNDAI MOTORS INDIA

From the above Bar plot we can infer that for Hyundai Motors as the Pod Position tends towards 31, the amount spent first increases till pos pos.22 and then decreases from pod pos. 23 onwards
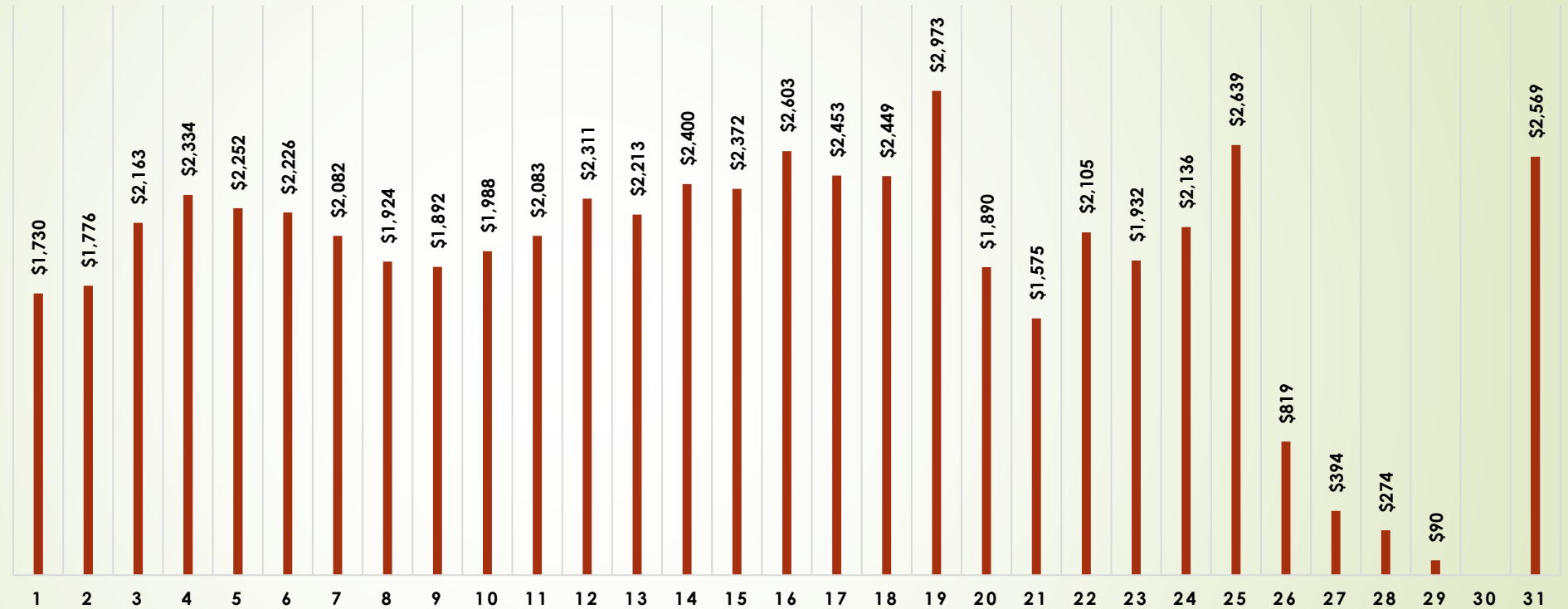
Pod Position

MAHINDRA AND MAHINDRA

From the above Bar plot we can infer that for Mahindra and Mahindra as the Pod Position tends towards 31, the amount spent first increases till pod pos. 26 and then decreases from pod pos. 27 onwards

Pod Position

MARUTI SUZUKI

Pod Position	Amount
1	$1,730
2	$1,776
3	$2,163
4	$2,334
5	$2,252
6	$2,226
7	$2,082
8	$1,924
9	$1,892
10	$1,988
11	$2,083
12	$2,311
13	$2,213
14	$2,400
15	$2,372
16	$2,603
17	$2,453
18	$2,449
19	$2,973
20	$1,890
21	$1,575
22	$2,105
23	$1,932
24	$2,136
25	$2,639
26	$819
27	$394
28	$274
29	$90
30	
31	$2,569

From the above Bar plot we can infer that for Maruti Suzuki as the Pod Position tends towards 31, the amount spent first increases till pod pos. 18 and then decreases from pod pos. 19 onwards
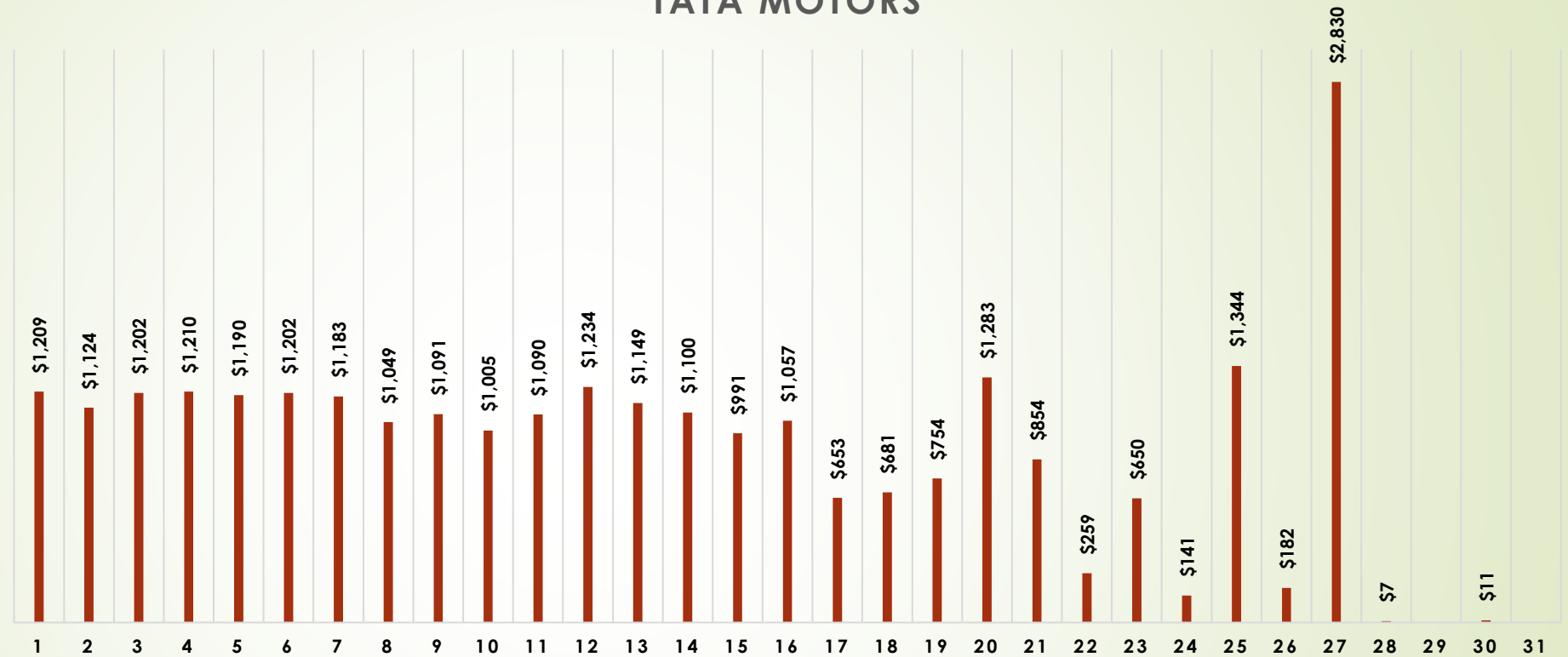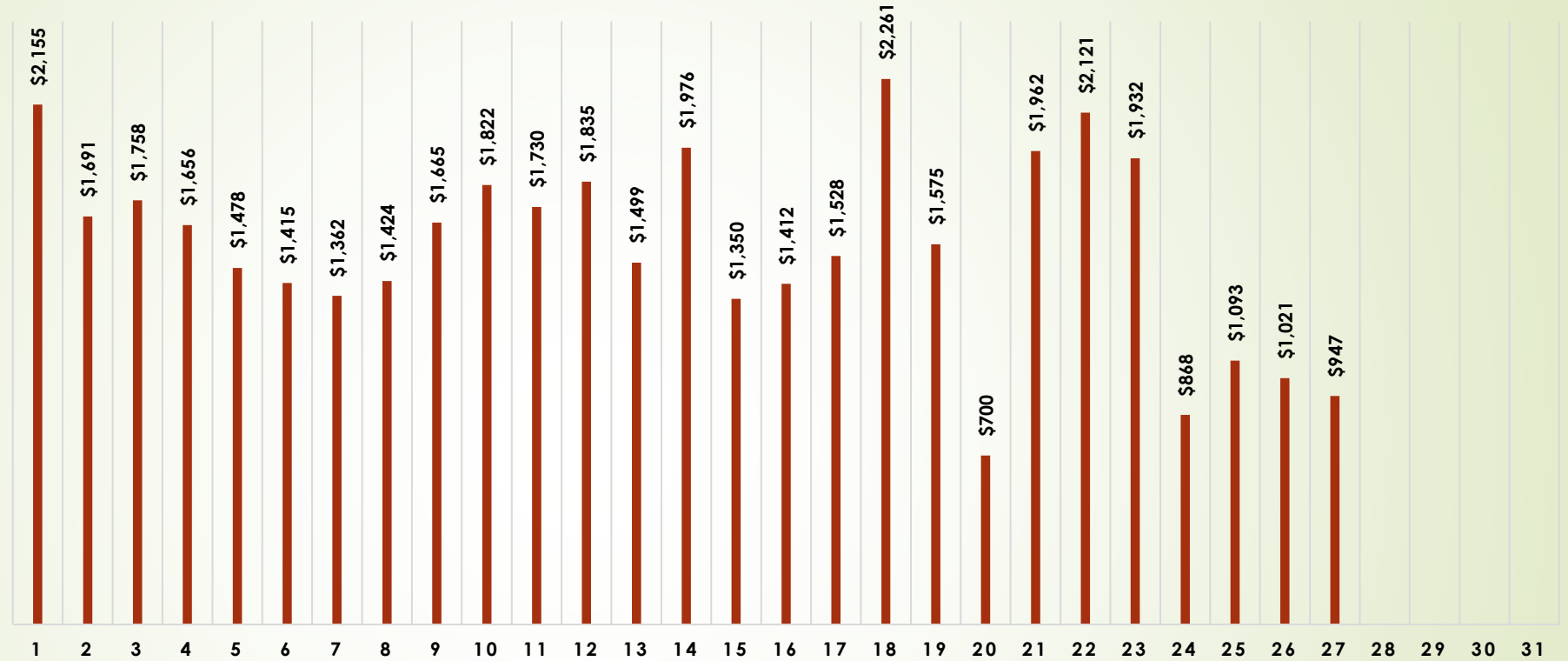
Pod Position

TATA MOTORS

From the above Bar plot we can infer that for Tata Motors as the Pod Position tends towards 31, the amount spent first increases till pod pos. 27 and then decreases from pod pos. 28 onwards
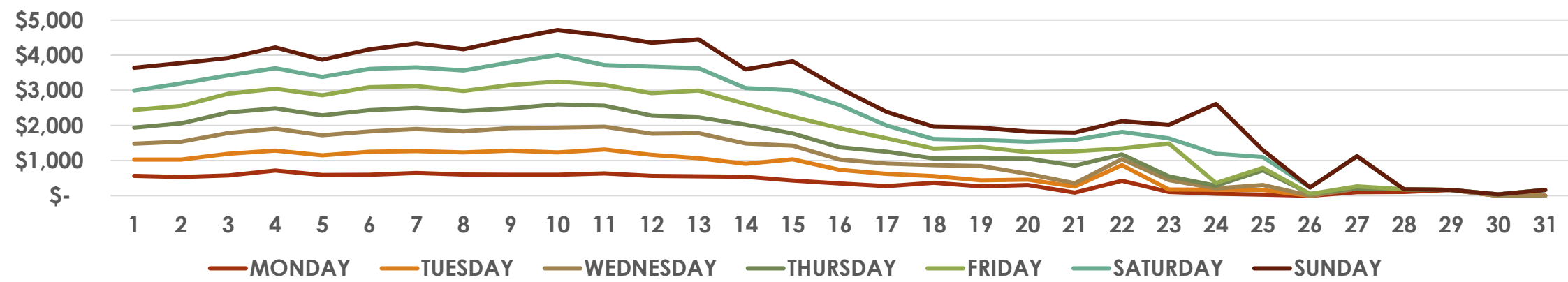
Pod Position

TOYOTA

From the above Bar plot we can infer that for Toyota as the Pod Position tends towards 31, the amount spent first increases till pod pos. 18 and then decreases from pod pos. 19 onwards

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$562	$532	$574	$718	$590	$597	$647	$601	$592	$595	$635	$565	$550	$538	$433	$348	$272	$363	$263	$304	$83	$424	$108	$52	$31		$100	$106	$161		
TUESDAY	$468	$496	$618	$564	$561	$656	$622	$628	$688	$638	$675	$594	$514	$366	$601	$385	$347	$196	$175	$149	$175	$442	$64	$120	$135		$110	$76			
WEDNESDAY	$452	$507	$595	$621	$569	$576	$627	$600	$643	$707	$654	$609	$716	$579	$386	$295	$290	$310	$407	$170	$92	$176	$268	$37	$136						
THURSDAY	$454	$523	$582	$583	$566	$603	$604	$580	$563	$661	$593	$510	$449	$538	$350	$346	$339	$193	$224	$431	$503	$130	$112	$73	$420	$49				$37	$165
FRIDAY	$503	$498	$538	$555	$571	$654	$620	$573	$668	$648	$595	$641	$764	$587	$480	$542	$384	$276	$313	$187	$409	$178	$933	$79	$70		$55				
SATURDAY	$557	$641	$522	$588	$523	$523	$534	$579	$642	$753	$563	$758	$634	$452	$749	$661	$365	$277	$209	$294	$325	$468	$144	$832	$303	$184	$860				
SUNDAY	$646	$580	$492	$593	$490	$554	$683	$608	$660	$711	$850	$677	$820	$534	$828	$478	$384	$345	$349	$288	$210	$304	$385	$1,416	$199						

Honda Days of week v/s avg(amt_spent) v/s pod position

Pod Position

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$2,620	$1,556	$2,312	$2,656	$2,956	$3,006	$2,412	$3,379	$3,270	$2,157	$2,006	$2,953	$3,518	$3,358	$1,754	$2,174	$1,661	$2,196	$1,413	$1,932	$7,766	$1,705		$1,236	$603						
TUESDAY	$2,519	$1,852	$2,032	$2,750	$2,352	$3,250	$2,326	$2,926	$2,571	$2,099	$2,219	$2,016	$1,980	$1,578	$2,805	$2,235	$3,160	$2,270	$7,946	$2,448		$187		$1,341							
WEDNESDAY	$2,913	$1,270	$1,787	$2,463	$2,087	$2,187	$2,092	$2,533	$2,560	$1,974	$1,617	$2,483	$2,036	$1,708	$1,561	$1,475	$654	$615	$1,419	$6,962	$429		$5,346		$123						
THURSDAY	$2,138	$1,637	$1,799	$2,514	$1,988	$2,119	$2,244	$2,171	$2,297	$1,456	$1,581	$2,061	$1,633	$1,343	$1,228	$1,388	$1,723	$647	$364	$1,236	$359	$10,142	$429		$284						
FRIDAY	$1,962	$1,350	$1,838	$2,073	$2,027	$2,288	$2,247	$2,171	$2,096	$1,685	$1,684	$1,725	$2,246	$2,916	$1,330	$2,878	$1,431	$2,221	$1,982	$9,692	$14,613	$98	$1,350								
SATURDAY	$4,040	$2,460	$3,436	$2,649	$2,979	$3,064	$2,717	$2,740	$2,240	$2,699	$2,305	$2,656	$2,507	$1,688	$3,040	$1,330	$2,166	$1,091	$3,104	$1,440	$797	$1,194	$1,049								
SUNDAY	$3,744	$2,409	$3,617	$7,260	$3,056	$2,425	$2,228	$2,386	$2,325	$2,474	$3,110	$2,979	$3,371	$2,371	$1,905	$1,602	$2,291	$1,037	$1,482	$888	$3,840	$356	$823		$85				$1,679		

Hyundai motors days of week v/s avg(amt_spent) v/s pod position

Legend: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, SUNDAY

Pod Position

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$3,491	$2,055	$2,345	$2,626	$2,685	$2,786	$2,016	$2,083	$2,074	$1,913	$2,324	$2,273	$1,968	$5,088	$2,510	$1,780	$5,813	$1,090	$1,423	$826	$4,258	$456	$2,625	$539	$290	$26,254			$101		
TUESDAY	$3,780	$2,338	$2,159	$2,510	$2,443	$2,532	$2,455	$2,239	$2,067	$2,157	$1,870	$1,488	$2,537	$1,569	$2,582	$1,790	$1,321	$7,234	$4,048	$272	$397	$92	$51	$3,149	$293						$274
WEDNESDAY	$3,149	$2,005	$2,252	$2,625	$2,564	$2,464	$2,370	$2,441	$2,031	$1,940	$1,822	$1,922	$2,121	$1,431	$3,838	$1,406	$739	$2,712	$4,897	$4,586	$3,060	$2,241	$84								
THURSDAY	$3,810	$2,135	$2,425	$2,661	$2,407	$2,428	$2,285	$2,054	$2,075	$2,271	$1,665	$2,598	$1,706	$1,926	$3,400	$3,163	$3,424	$4,291	$3,219	$1,534	$530	$7,534	$579	$253	$192	$279		$294			
FRIDAY	$3,551	$2,428	$2,298	$2,248	$2,337	$2,069	$2,047	$1,958	$2,204	$1,877	$2,465	$2,382	$2,493	$3,672	$3,367	$1,842	$1,310	$622	$1,491	$1,205	$1,640		$304	$2,992	$1,914	$291					
SATURDAY	$3,677	$2,774	$2,815	$3,104	$2,744	$2,527	$2,164	$2,612	$2,246	$2,468	$2,692	$2,814	$2,757	$2,588	$1,903	$2,354	$2,797	$2,816	$2,068	$12,922	$781	$228	$3,982	$1,297	$3,112	$3,076					
SUNDAY	$4,469	$2,899	$3,403	$3,291	$3,219	$2,606	$2,266	$2,241	$2,327	$2,012	$2,439	$2,371	$2,425	$3,935	$1,984	$1,291	$1,762	$3,143	$1,749	$2,023	$445	$89	$306	$376		$40,894					

Mahindra and Mahindra days of week v/s avg(amt_spent) v/s pod position

Pod Position

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$1,613	$1,489	$2,031	$2,293	$2,201	$2,333	$2,231	$2,011	$2,129	$2,040	$2,275	$2,204	$1,858	$2,037	$2,060	$2,482	$1,941	$1,808	$3,855	$1,410	$539	$1,214	$697		$4,377	$822					
TUESDAY	$1,399	$1,565	$1,801	$1,882	$1,981	$2,098	$2,087	$1,764	$1,837	$2,007	$1,924	$2,722	$2,095	$2,152	$2,760	$2,679	$2,696	$2,446	$4,737	$2,087	$1,791	$1,674	$210	$68		$1,226	$806	$274			
WEDNESDAY	$1,629	$1,621	$1,738	$2,216	$2,099	$2,345	$2,055	$2,011	$1,983	$1,893	$1,877	$2,213	$2,029	$2,581	$2,070	$2,090	$3,653	$2,625	$3,199	$3,041	$3,243	$1,419	$8,445	$4,290	$4,623				$90		
THURSDAY	$1,667	$1,610	$1,959	$2,086	$1,887	$2,046	$1,835	$1,893	$1,713	$2,108	$2,150	$2,361	$2,034	$1,883	$2,655	$2,209	$3,181	$3,529	$2,051	$1,844	$1,460	$8,304	$490	$1,332		$188					
FRIDAY	$1,484	$1,368	$1,716	$2,064	$2,115	$2,018	$1,868	$1,700	$1,784	$1,626	$2,210	$2,010	$2,250	$2,568	$1,987	$1,911	$1,530	$1,792	$1,551	$3,047	$2,307	$738		$1,691		$64					
SATURDAY	$2,056	$2,117	$2,601	$2,774	$2,542	$2,480	$2,152	$1,970	$1,918	$2,103	$2,120	$2,411	$2,502	$2,795	$2,400	$3,225	$2,193	$2,506	$1,779	$2,006	$737	$478	$795		$313	$2,794					$2,569
SUNDAY	$2,218	$2,519	$3,143	$2,874	$2,835	$2,252	$2,320	$2,098	$1,886	$2,113	$2,026	$2,260	$2,572	$2,837	$2,546	$3,684	$2,372	$2,831	$3,033	$909	$969	$108	$2,100	$58	$1,942	$308					

Maruti Suzuki days of week v/s avg(amt_spent) v/s pod position

Pod Position

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$1,181	$1,184	$1,191	$1,004	$1,130	$1,135	$1,138	$1,139	$1,104	$842	$1,230	$1,643	$986	$1,742	$867	$1,106	$670	$609	$825	$3,314	$449	$63	$32	$118	$51					$11	
TUESDAY	$1,153	$1,266	$1,227	$1,272	$1,173	$1,317	$1,283	$1,156	$1,098	$1,007	$749	$1,123	$1,098	$975	$712	$1,290	$368	$873	$989	$162	$247	$43		$546			$82	$7			
WEDNESDAY	$1,190	$1,010	$1,135	$1,121	$1,189	$1,293	$1,317	$1,006	$1,103	$1,012	$1,439	$804	$1,079	$1,048	$689	$552	$901	$505	$176	$268	$860	$224			$929	$64					
THURSDAY	$1,221	$1,124	$1,018	$1,386	$1,255	$990	$1,420	$1,078	$1,255	$1,027	$1,030	$1,346	$1,006	$849	$910	$797	$1,086	$679	$975	$1,534	$480	$298	$21	$11	$4,686	$173	$473				
FRIDAY	$1,200	$1,107	$1,182	$1,332	$1,208	$1,124	$909	$1,178	$1,199	$1,008	$1,152	$1,488	$1,007	$987	$815	$1,146	$430	$948	$523	$1,153	$3,111	$230	$2,325	$27	$4,918		$10,736				
SATURDAY	$1,247	$1,138	$1,237	$1,199	$1,040	$1,181	$1,147	$855	$882	$1,059	$1,073	$1,118	$979	$1,202	$1,459	$979	$392	$749	$161	$1,162	$513	$834			$9						
SUNDAY	$1,268	$1,044	$1,412	$1,179	$1,347	$1,365	$1,042	$933	$1,019	$1,094	$1,016	$1,138	$1,752	$988	$1,213	$2,044	$477	$254	$978	$285	$148	$138	$227	$25	$14	$308	$29				

Tata motors days of week v/s avg(amt_spent) v/s pod position

Pod Position

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MONDAY	$2,458	$1,855	$1,721	$1,459	$1,119	$1,371	$1,440	$1,199	$1,316	$1,476	$1,520	$1,796	$1,433	$2,514	$920	$1,373	$1,545	$1,810	$2,139	$1,202	$2,069	$1,041	$1,340	$868	$1,098						
TUESDAY	$1,864	$1,404	$1,321	$1,340	$1,239	$1,168	$1,215	$1,362	$1,781	$1,599	$1,706	$1,094	$1,291	$1,496	$1,306	$1,030	$1,477	$2,560	$932	$296						$1,021					
WEDNESDAY	$1,482	$1,384	$1,188	$1,215	$1,139	$1,199	$1,313	$1,447	$1,708	$1,564	$1,822	$1,839	$1,763	$1,239	$1,393	$1,882	$2,312	$3,175	$1,783	$508	$2,696	$2,499	$951								
THURSDAY	$1,713	$1,530	$1,368	$1,695	$1,207	$1,417	$1,347	$1,260	$1,675	$1,663	$1,649	$2,204	$1,504	$1,661	$1,699	$1,153	$1,640	$2,038	$1,442	$842	$996	$2,203	$5,259				$947				
FRIDAY	$1,471	$1,575	$1,829	$1,476	$1,506	$1,208	$1,179	$1,532	$1,328	$2,052	$1,802	$1,690	$1,991	$885	$1,343	$1,180	$1,678	$3,536	$737	$462	$6,007	$3,621	$5,192		$1,088						
SATURDAY	$2,286	$1,795	$2,259	$1,859	$1,745	$2,069	$1,631	$1,544	$2,010	$2,140	$1,611	$2,124	$1,271	$2,346	$1,331	$1,311	$568	$541	$956	$937	$641										
SUNDAY	$3,710	$2,348	$2,611	$2,521	$2,343	$1,394	$1,381	$1,623	$1,888	$2,430	$2,034	$2,034	$1,422	$3,056	$1,554	$1,831	$1,110	$1,859	$1,763	$543	$1,560	$1,121	$930								

Toyota days of week v/s avg(amt_spent) v/s pod position
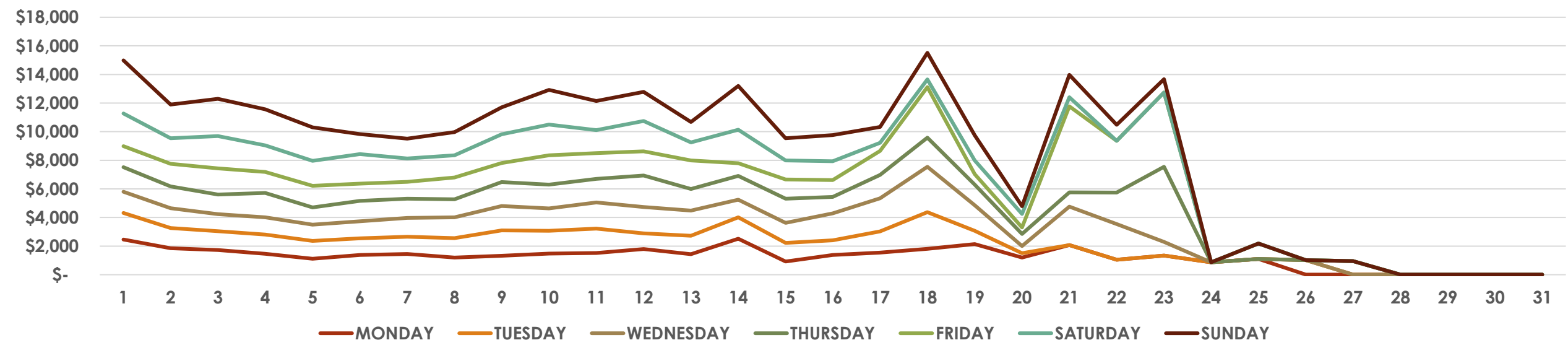
Conclusion:-

→ **From all the bar plots of Bivariate and Trivariate analysis of POD position, we can infer that for all the brands as the POD position tends towards 31 the avg(amt_spent) on Ads increase for a certain POD positions and then it decreases gradually**

Share of each brand in each Quarter in TV Airings

	Column Labels									
	Sum of Spend ($)				Count of Id				Total Sum of Spend ($)	Total Count of Id
Row Labels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Honda Cars	3.80%	2.82%	3.90%	3.18%	12.44%	9.77%	12.99%	11.29%	3.47%	11.65%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	10.48%	9.84%	9.17%	9.23%	12.98%	9.74%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	19.71%	24.01%	22.05%	13.57%	28.53%	20.21%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	38.78%	37.31%	36.55%	41.10%	40.12%	38.30%
Tata Motors	5.92%	5.01%	4.72%	12.60%	10.12%	7.62%	8.03%	20.93%	6.81%	11.07%
Toyota	8.64%	9.12%	9.13%	4.89%	8.46%	11.45%	11.21%	3.87%	8.09%	9.02%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

From the above the we can infer that the brand named 'Maruti Suzuki' has the highest share in each Quarter for TV Airings.
Now, lets analyze it graphically..

Share of each brand in each Quarter in TV Airings

Q1
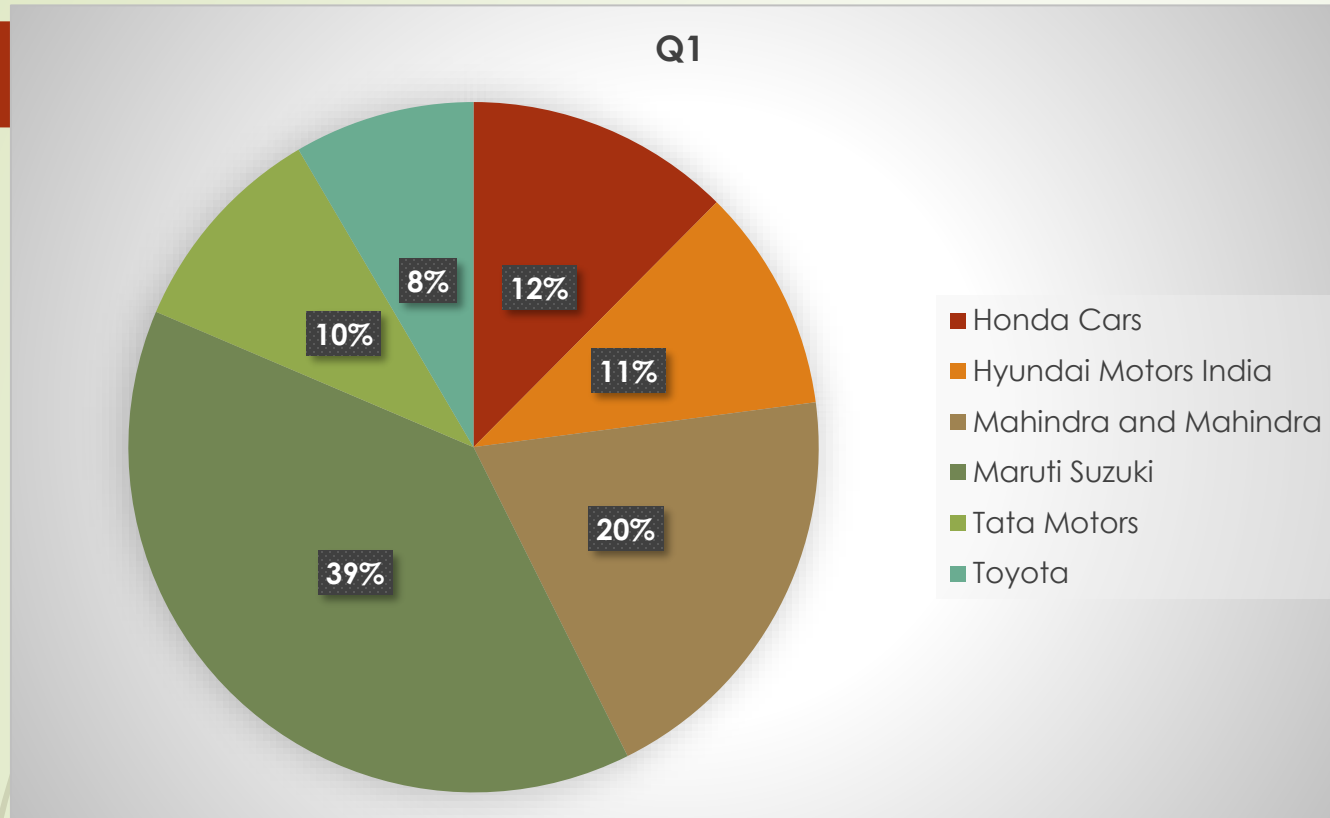
	Count of Id
Row Labels	Q1
Honda Cars	12.44%
Hyundai Motors India	10.48%
Mahindra and Mahindra	19.71%
Maruti Suzuki	38.78%
Tata Motors	10.12%
Toyota	8.46%

From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q1 i.e. 38.78% ~= 39%
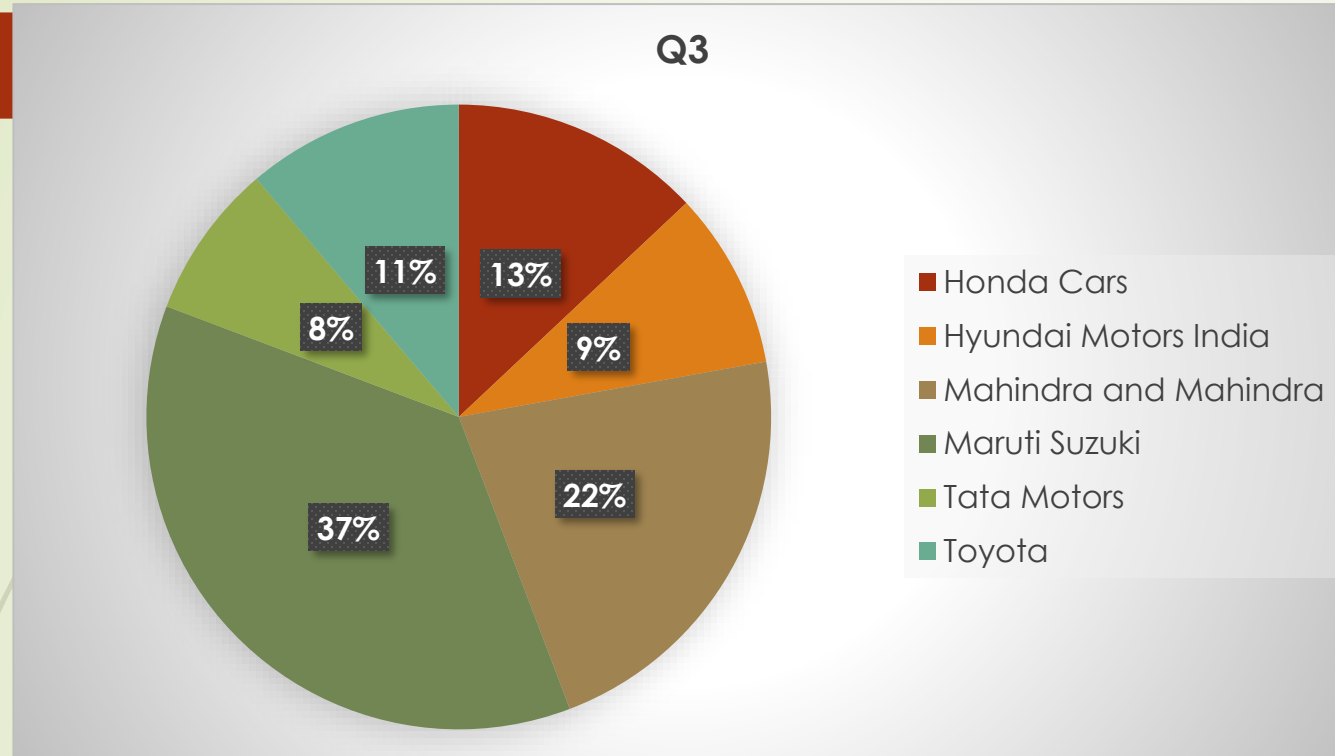
Share of each brand in each Quarter in TV Airings

Q2
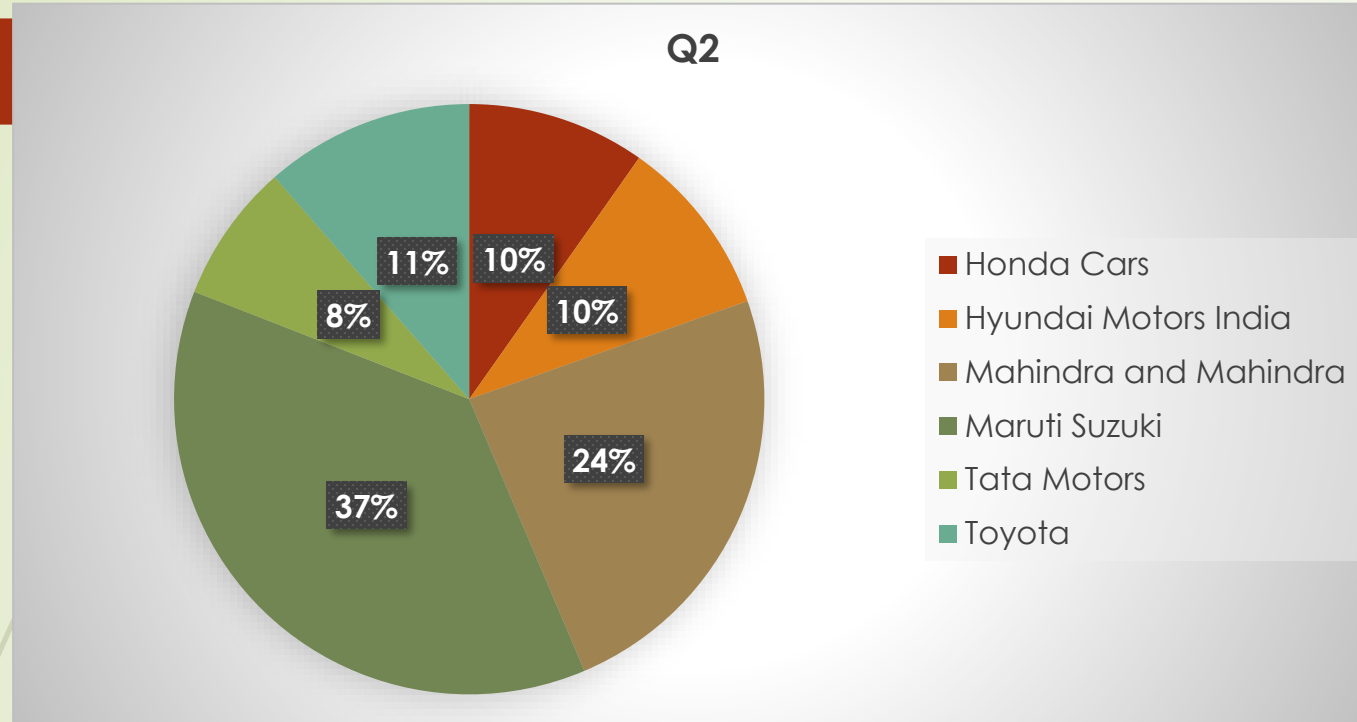
Row Labels	Q2
Honda Cars	9.77%
Hyundai Motors India	9.84%
Mahindra and Mahindra	24.01%
Maruti Suzuki	37.31%
Tata Motors	7.62%
Toyota	11.45%

From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q2 i.e. 37.31% ~= 37%
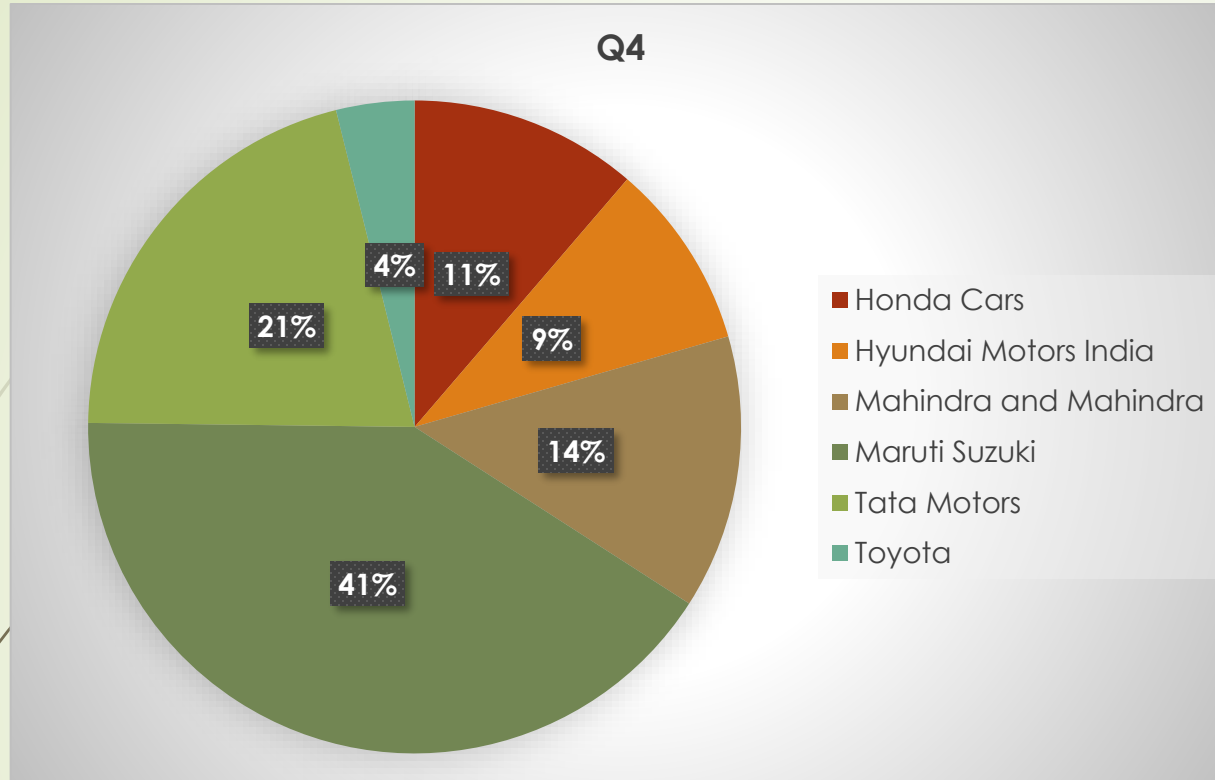
Share of each brand in each Quarter in TV Airings

Q3

| 13% | 9% | 22% | 37% | 8% | 11% |

- Honda Cars
- Hyundai Motors India
- Mahindra and Mahindra
- Maruti Suzuki
- Tata Motors
- Toyota

Row Labels	Q3
Honda Cars	12.99%
Hyundai Motors India	9.17%
Mahindra and Mahindra	22.05%
Maruti Suzuki	36.55%
Tata Motors	8.03%
Toyota	11.21%

From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q3 i.e. 36.55% ~= 37%
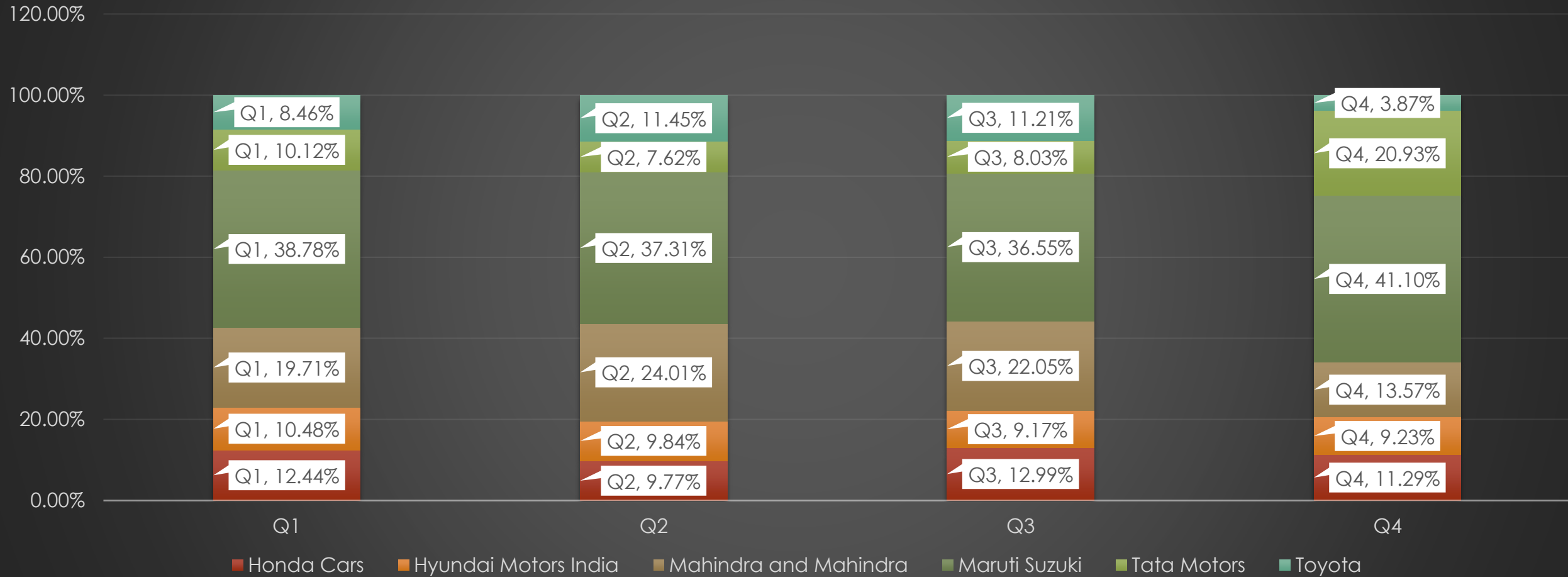
Share of each brand in each Quarter in TV Airings

Q4

- Honda Cars — 11%
- Hyundai Motors India — 9%
- Mahindra and Mahindra — 14%
- Maruti Suzuki — 41%
- Tata Motors — 21%
- Toyota — 4%

Row Labels	Q4
Honda Cars	11.29%
Hyundai Motors India	9.23%
Mahindra and Mahindra	13.57%
Maruti Suzuki	41.10%
Tata Motors	20.93%
Toyota	3.87%

From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q4 i.e. 41.10% ~= 41%

Share of each brand in each Quarter in TV Airings

Share of brands in TV Airings in each quater transition

|	Q1	Q2	Q3	Q4
Toyota	Q1, 8.46%	Q2, 11.45%	Q3, 11.21%	Q4, 3.87%
Tata Motors	Q1, 10.12%	Q2, 7.62%	Q3, 8.03%	Q4, 20.93%
Maruti Suzuki	Q1, 38.78%	Q2, 37.31%	Q3, 36.55%	Q4, 41.10%
Mahindra and Mahindra	Q1, 19.71%	Q2, 24.01%	Q3, 22.05%	Q4, 13.57%
Hyundai Motors India	Q1, 10.48%	Q2, 9.84%	Q3, 9.17%	Q4, 9.23%
Honda Cars	Q1, 12.44%	Q2, 9.77%	Q3, 12.99%	Q4, 11.29%

Honda Cars · Hyundai Motors India · Mahindra and Mahindra · Maruti Suzuki · Tata Motors · Toyota

Competitive Analysis

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%	100.00%
EARLY FRINGE	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%	100.00%
EARLY MORNING	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%	100.00%
EVENING NEWS	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%	100.00%
LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%	100.00%
OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%	100.00%
PRIME ACCESS	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%	100.00%
PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%	100.00%
WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
DAYTIME	16.31%	8.32%	20.34%	32.71%	11.00%	11.32%	100.00%
EARLY FRINGE	13.56%	9.38%	19.86%	36.49%	11.15%	9.56%	100.00%
EARLY MORNING	16.02%	9.00%	15.66%	39.13%	9.97%	10.22%	100.00%
EVENING NEWS	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%	100.00%
LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%	100.00%
OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%	100.00%
PRIME ACCESS	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%	100.00%
PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%	100.00%
WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%

Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%
EARLY FRINGE	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%
EARLY MORNING	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%
EVENING NEWS	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%
LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%
OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%
PRIME ACCESS	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%
PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%
WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%

BROADCAST TYPE NETWORK
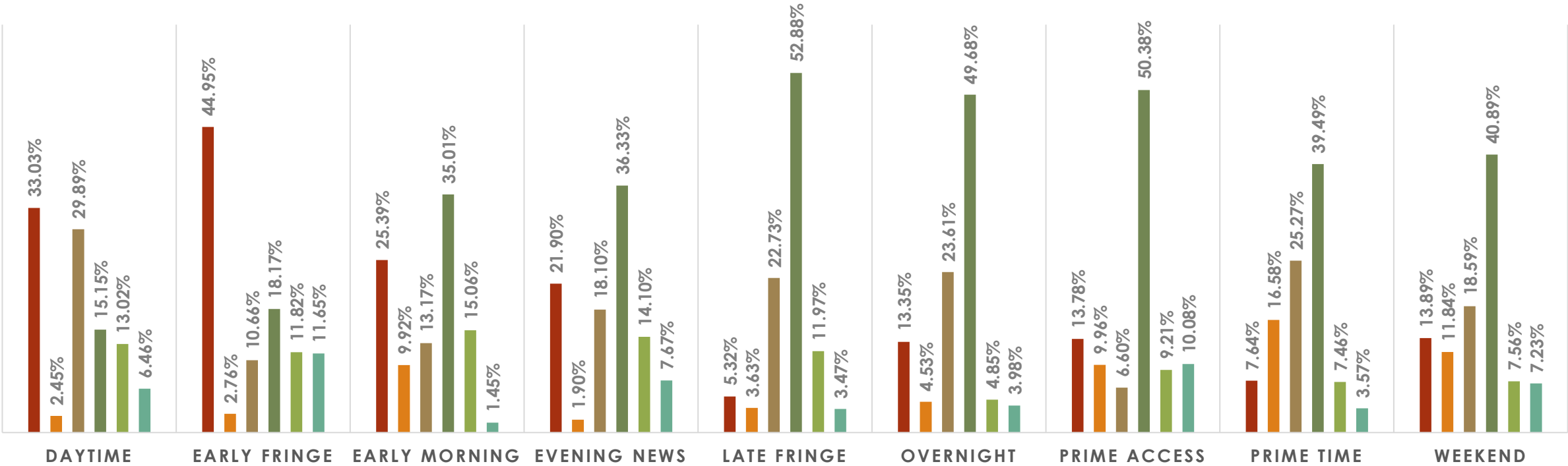
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
DAYTIME	16.31%	8.32%	20.34%	32.71%	11.00%	11.32%
EARLY FRINGE	13.56%	9.38%	19.86%	36.49%	11.15%	9.56%
EARLY MORNING	16.02%	9.00%	15.66%	39.13%	9.97%	10.22%
EVENING NEWS	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%
LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%
OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%
PRIME ACCESS	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%
PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%
WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%

CABLE TYPE NETWORK
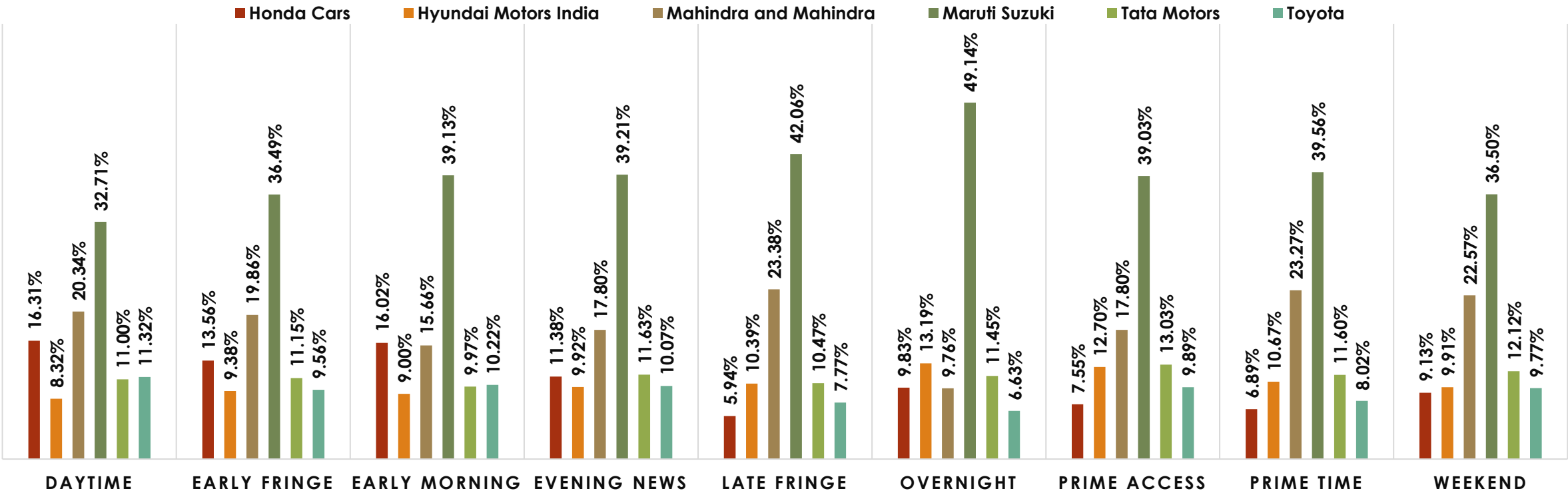
Competitive Analysis

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%
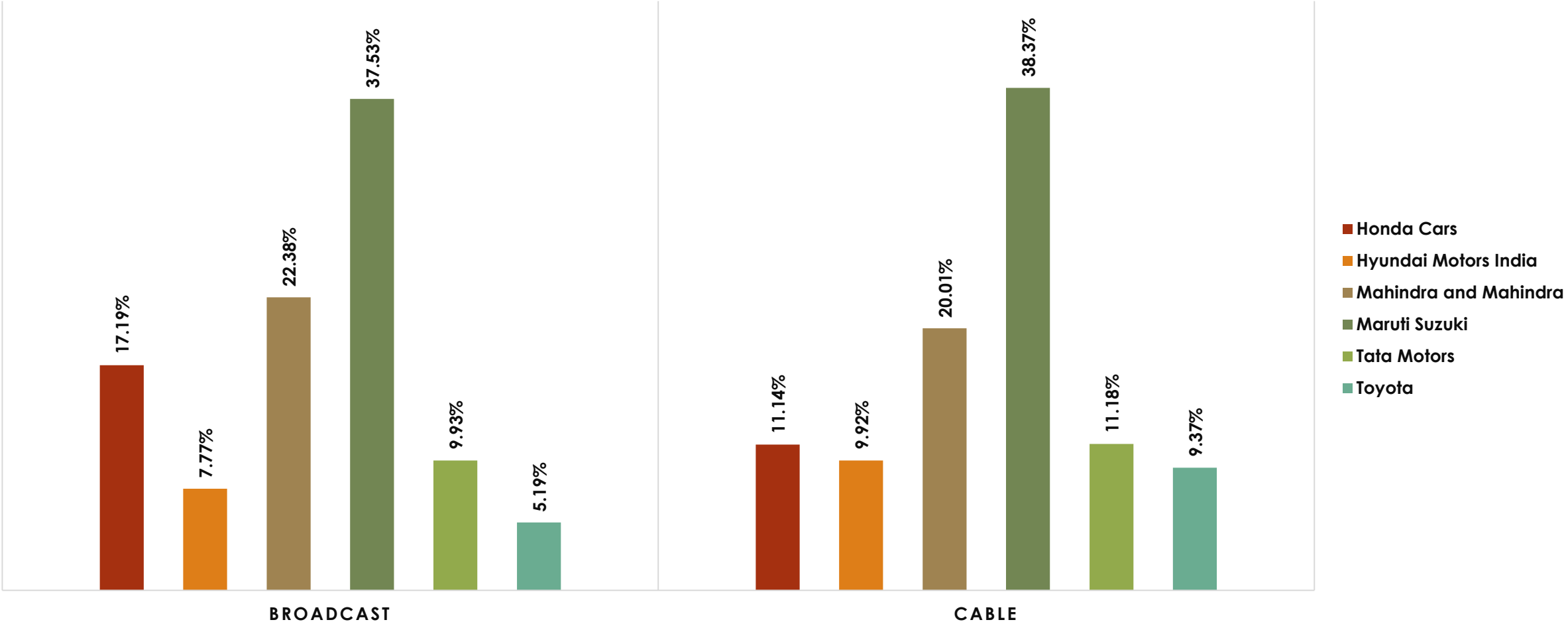
Competitive Analysis

Average of Spend ($)	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	$ 1,398	$ 18,078	$ 13,115	$ 10,328	$ 4,783	$ 9,152	$ 9,407
cable	$ 448	$ 1,415	$ 1,612	$ 1,242	$ 874	$ 1,327	$ 1,212
Grand Total	$ 566	$ 2,536	$ 2,686	$ 1,993	$ 1,170	$ 1,706	$ 1,903
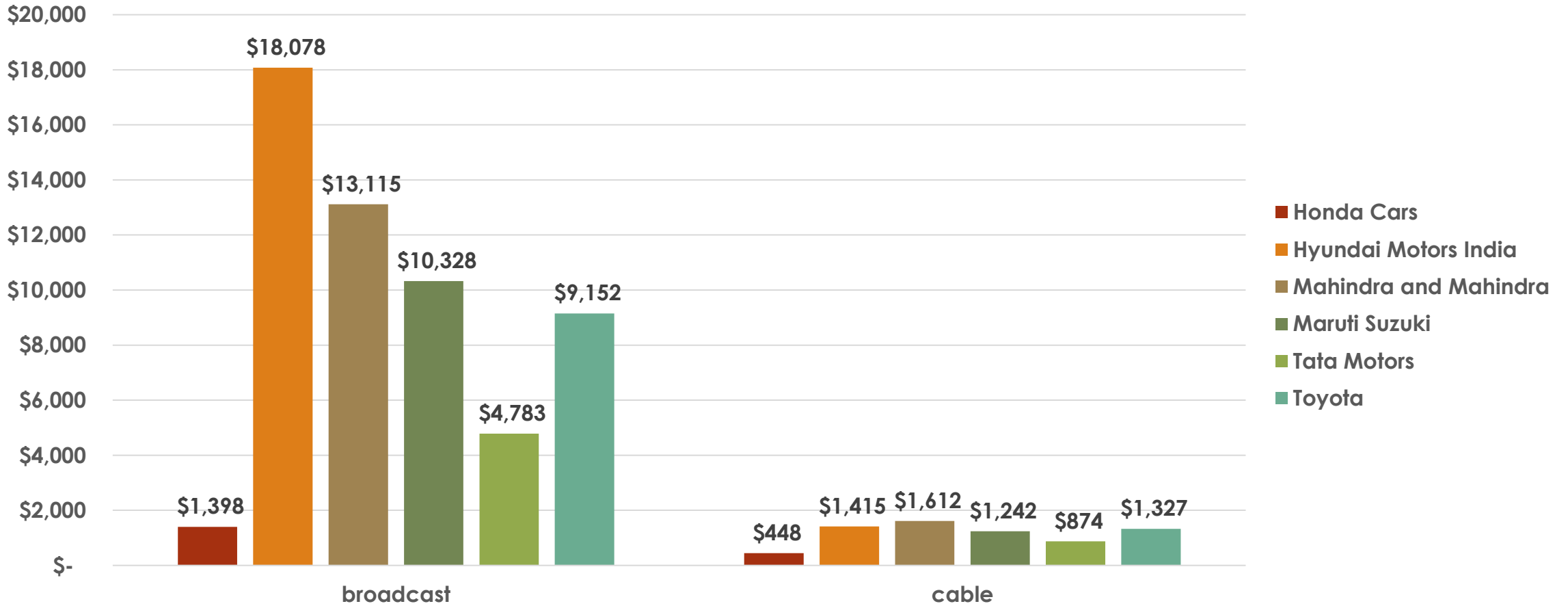
Competitive Analysis

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
Q1	19.11%	8.38%	21.45%	37.66%	9.10%	4.30%	100.00%
Q2	15.48%	7.74%	24.30%	39.64%	8.05%	4.79%	100.00%
Q3	19.64%	6.69%	26.29%	37.17%	5.87%	4.34%	100.00%
Q4	13.76%	8.19%	17.73%	35.90%	16.88%	7.55%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
Q1	11.83%	10.67%	19.55%	38.88%	10.22%	8.85%	100.00%
Q2	9.35%	9.99%	23.98%	37.15%	7.59%	11.93%	100.00%
Q3	12.36%	9.40%	21.65%	36.49%	8.24%	11.86%	100.00%
Q4	11.01%	9.35%	13.09%	41.70%	21.40%	3.45%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%
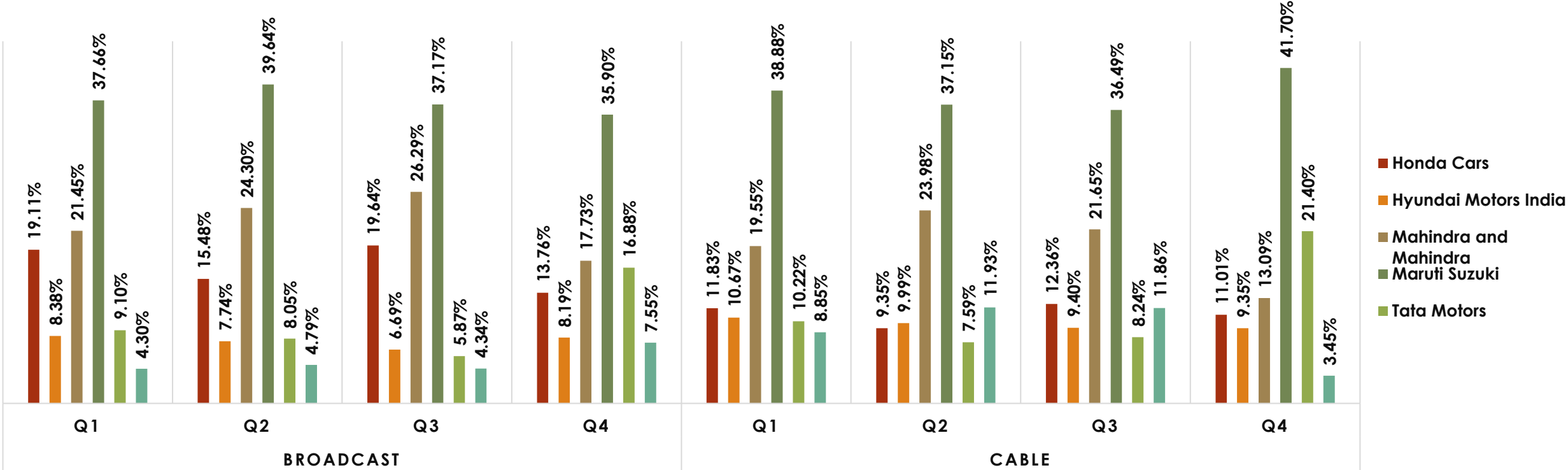
Competitive Analysis

Sum of Spend ($)	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	2.56%	14.93%	31.21%	41.20%	5.05%	5.05%	100.00%
Q1	3.09%	15.13%	28.42%	44.44%	4.15%	4.78%	100.00%
Q2	2.07%	12.25%	33.55%	43.40%	5.13%	3.60%	100.00%
Q3	2.69%	14.25%	35.06%	39.69%	3.37%	4.94%	100.00%
Q4	2.14%	17.41%	29.40%	36.77%	7.65%	6.64%	100.00%
cable	4.12%	11.59%	26.62%	39.35%	8.07%	10.26%	100.00%
Q1	4.27%	12.62%	27.10%	37.70%	7.11%	11.21%	100.00%
Q2	3.23%	12.65%	29.36%	37.71%	4.94%	12.12%	100.00%
Q3	4.78%	11.31%	26.61%	39.41%	5.70%	12.19%	100.00%
Q4	4.27%	8.30%	21.54%	45.03%	17.80%	3.05%	100.00%
Grand Total	3.47%	12.98%	28.53%	40.12%	6.81%	8.09%	100.00%
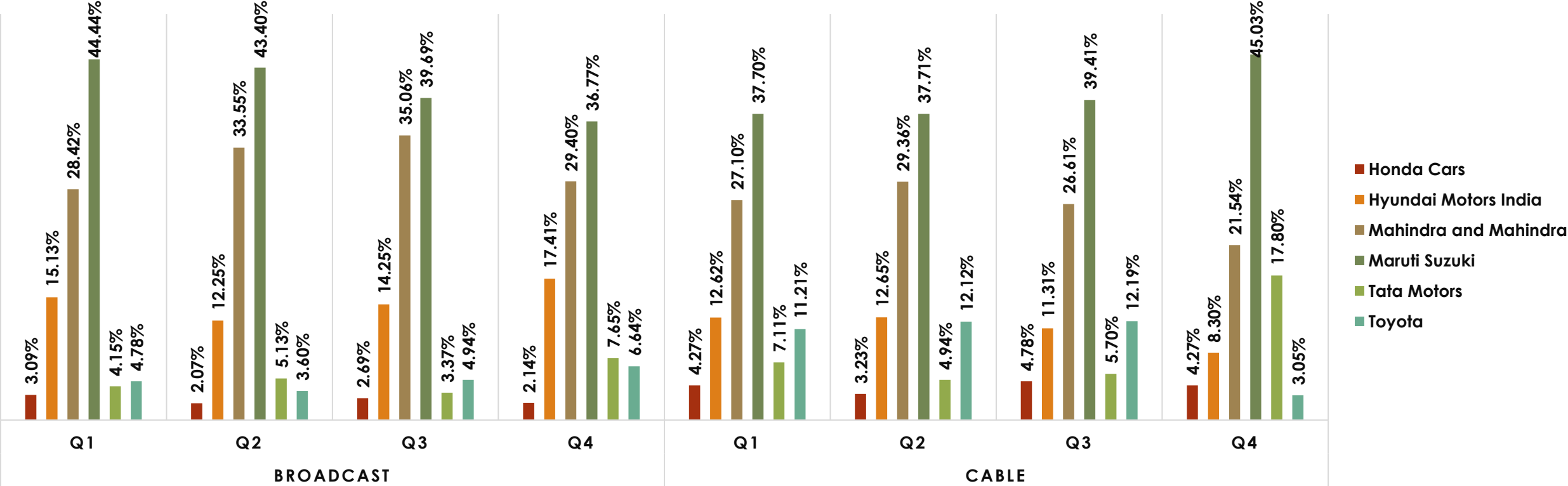
Competitive Analysis

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
MONDAY	12.01%	9.38%	19.64%	37.84%	11.71%	9.43%	100.00%
TUESDAY	12.59%	9.15%	19.93%	38.33%	11.14%	8.86%	100.00%
WEDNESDAY	12.87%	9.29%	20.00%	37.82%	11.09%	8.93%	100.00%
THURSDAY	12.75%	9.57%	19.82%	37.91%	10.80%	9.14%	100.00%
FRIDAY	13.21%	9.60%	20.27%	37.14%	10.66%	9.12%	100.00%
SATURDAY	10.14%	10.18%	21.11%	38.71%	10.91%	8.95%	100.00%
SUNDAY	8.20%	10.94%	20.64%	40.26%	11.22%	8.74%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%
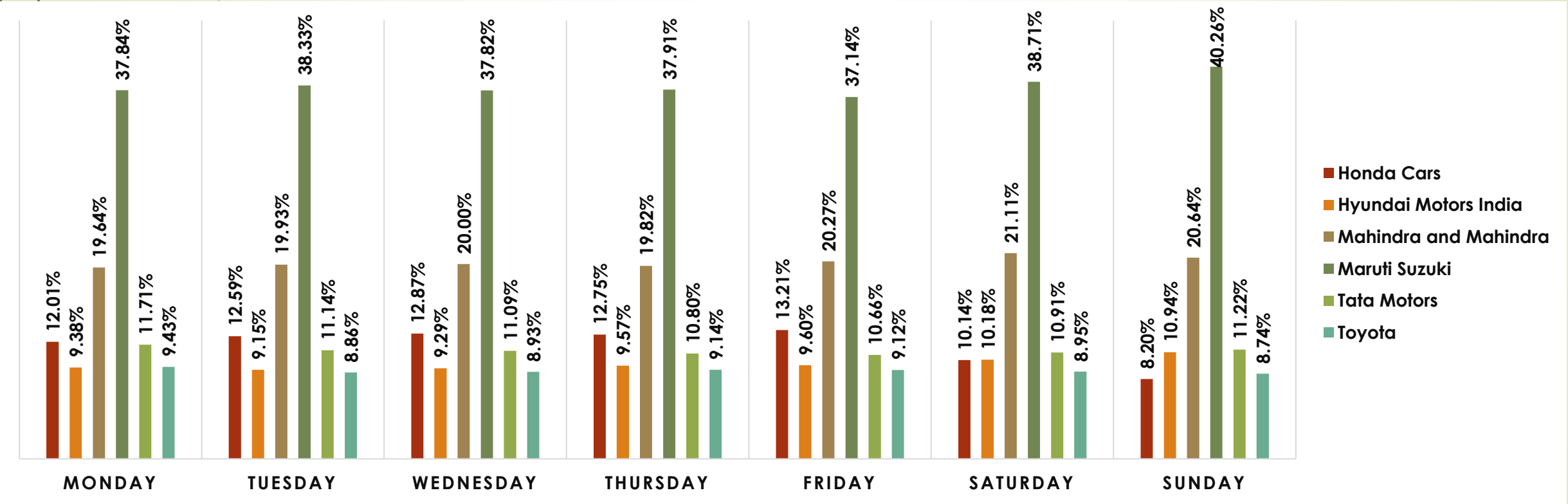
Competitive Analysis

Sum of Spend ($)	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
MONDAY	72295660	23948566	51962016	74950307	13842790	16557975	188557314
TUESDAY	72272297	22423170	53028844	68745503	13780519	13019177	178269510
WEDNESDAY	74430315	20515865	50694312	72893206	13029067	12204227	176766992
THURSDAY	72218942	19880982	53323646	72270606	13164347	14304986	180163509
FRIDAY	76006955	18929031	51835345	65798163	12916368	14362454	171448316
SATURDAY	62251541	33527438	65723919	95767180	13478145	19013743	233761966
SUNDAY	51882630	41583704	70737573	108221507	14578991	23190550	263494955
Grand Total	482258340	180808756	397305655	558646472	94790227	112653112	1392462562
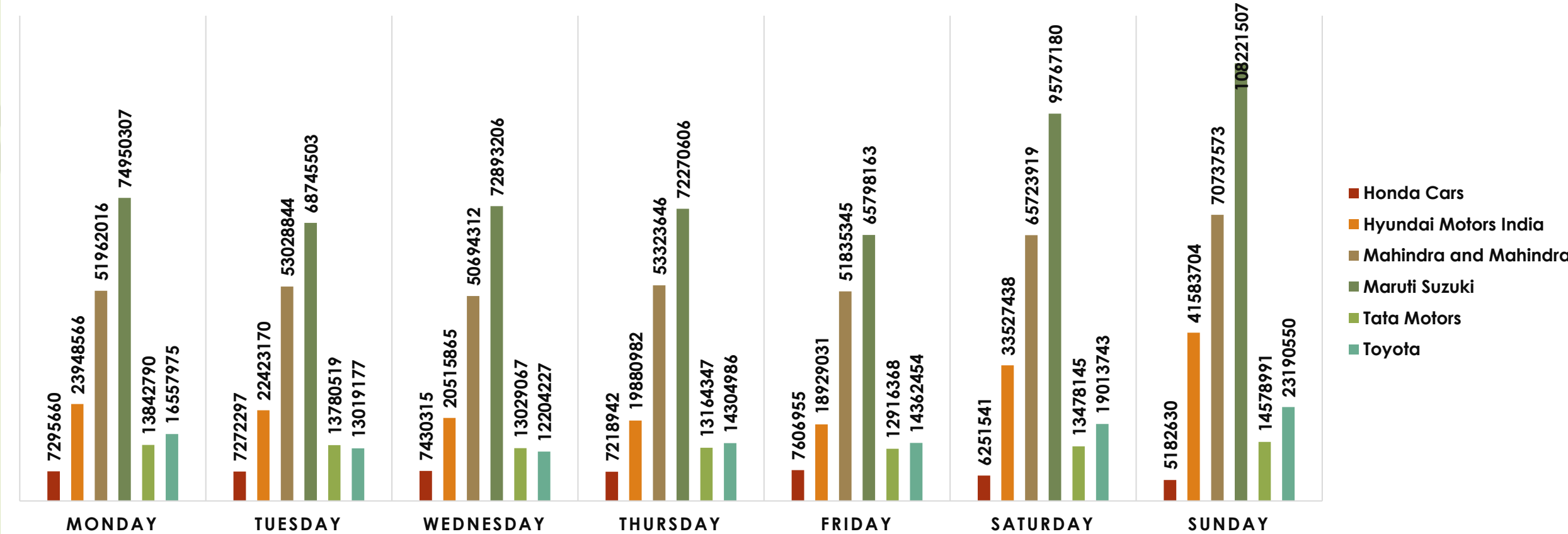
Competitive Analysis

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	11.11%	12.11%	10.43%	12.30%	12.48%	10.17%	11.59%
FEB	11.10%	9.68%	9.21%	9.03%	9.46%	8.85%	9.40%
MAR	9.27%	9.91%	9.11%	8.51%	5.01%	8.62%	8.48%
APR	3.79%	8.98%	9.40%	7.65%	4.71%	9.02%	7.48%
MAY	10.79%	10.89%	12.51%	10.24%	6.54%	13.63%	10.72%
JUN	7.41%	6.62%	9.25%	7.67%	6.81%	10.65%	8.03%
JUL	10.03%	6.71%	8.98%	7.68%	8.82%	10.19%	8.47%
AUG	10.10%	9.44%	10.36%	9.14%	4.39%	13.05%	9.35%
SEP	7.37%	7.05%	7.57%	6.71%	4.68%	7.40%	6.83%
OCT	7.09%	6.09%	5.94%	8.35%	11.97%	3.56%	7.47%
NOV	5.89%	6.05%	3.49%	6.28%	13.33%	1.92%	6.04%
DEC	6.05%	6.47%	3.74%	6.44%	11.81%	2.95%	6.13%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Competitive Analysis
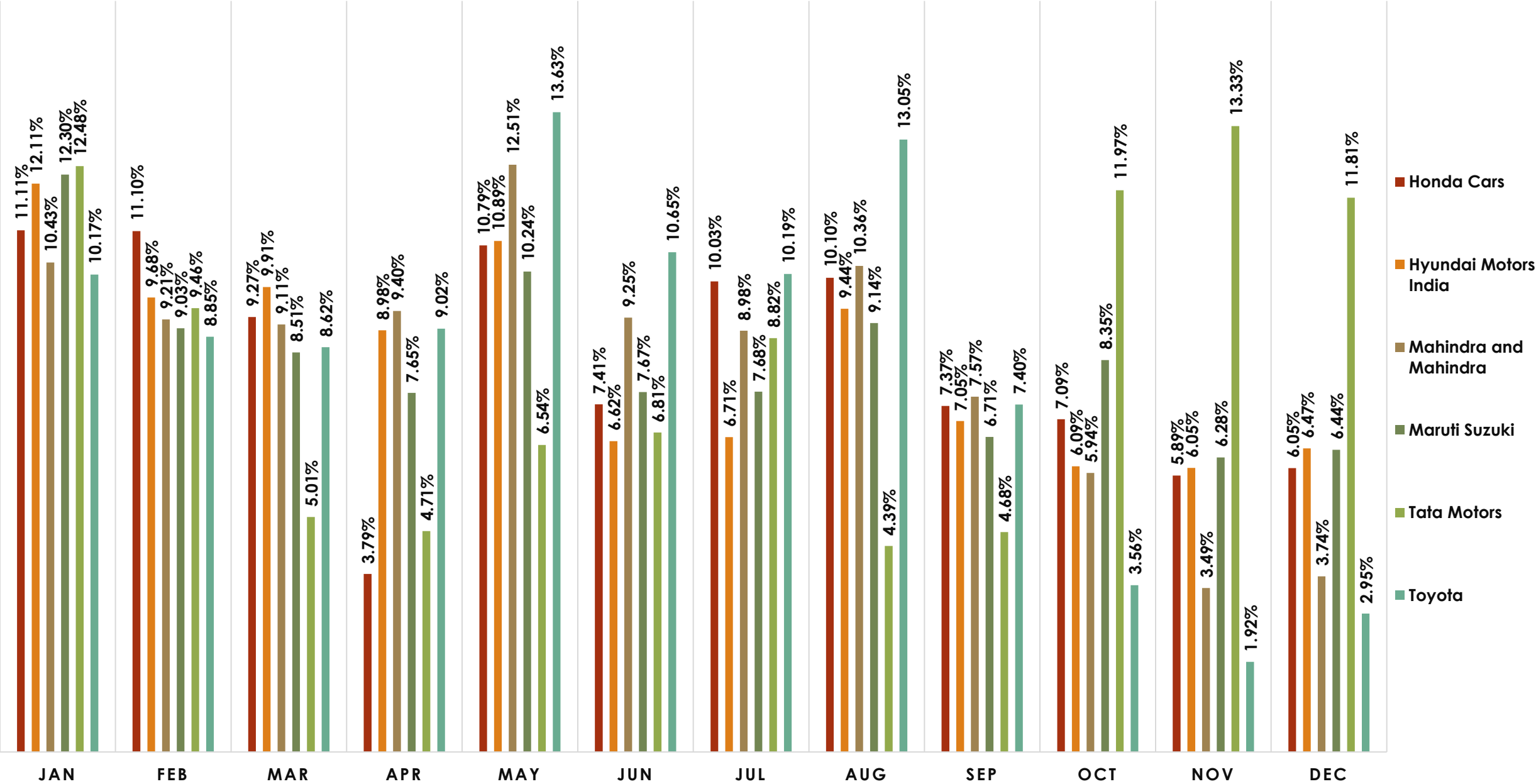
Competitive Analysis

Sum of Spend ($)	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	5947353	23490551	48770773	79158889	11544262	16245385	185157213
FEB	6685602	22493631	36942411	53740242	10335095	12171316	142368297
MAR	5008969	17316239	42674732	54787364	5646367	11721284	137154955
APR	1764745	13005505	31304423	40805914	4839749	8856411	100576747
MAY	425990	15009894	36300675	45291488	6661446	10984385	118498878
JUN	3156923	12620672	32580695	42922954	4766839	9776555	105824638
JUL	474808	12554090	30924990	42489552	5852470	8356539	104927449
AUG	442279	14302818	35316019	46601313	3391612	12591317	116628358
SEP	3171444	12878776	29289778	36039223	5687548	7949941	95016710
OCT	3371433	13904219	30200136	49445932	12530694	5001363	114453777
NOV	2628260	11708842	20195879	33326104	11466153	4176596	83501834
DEC	3097534	11523519	22805144	34037497	12067992	4822020	88353706
Grand Total	48258340	180808756	397305655	558646472	94790227	112653112	1392462562

Competitive Analysis
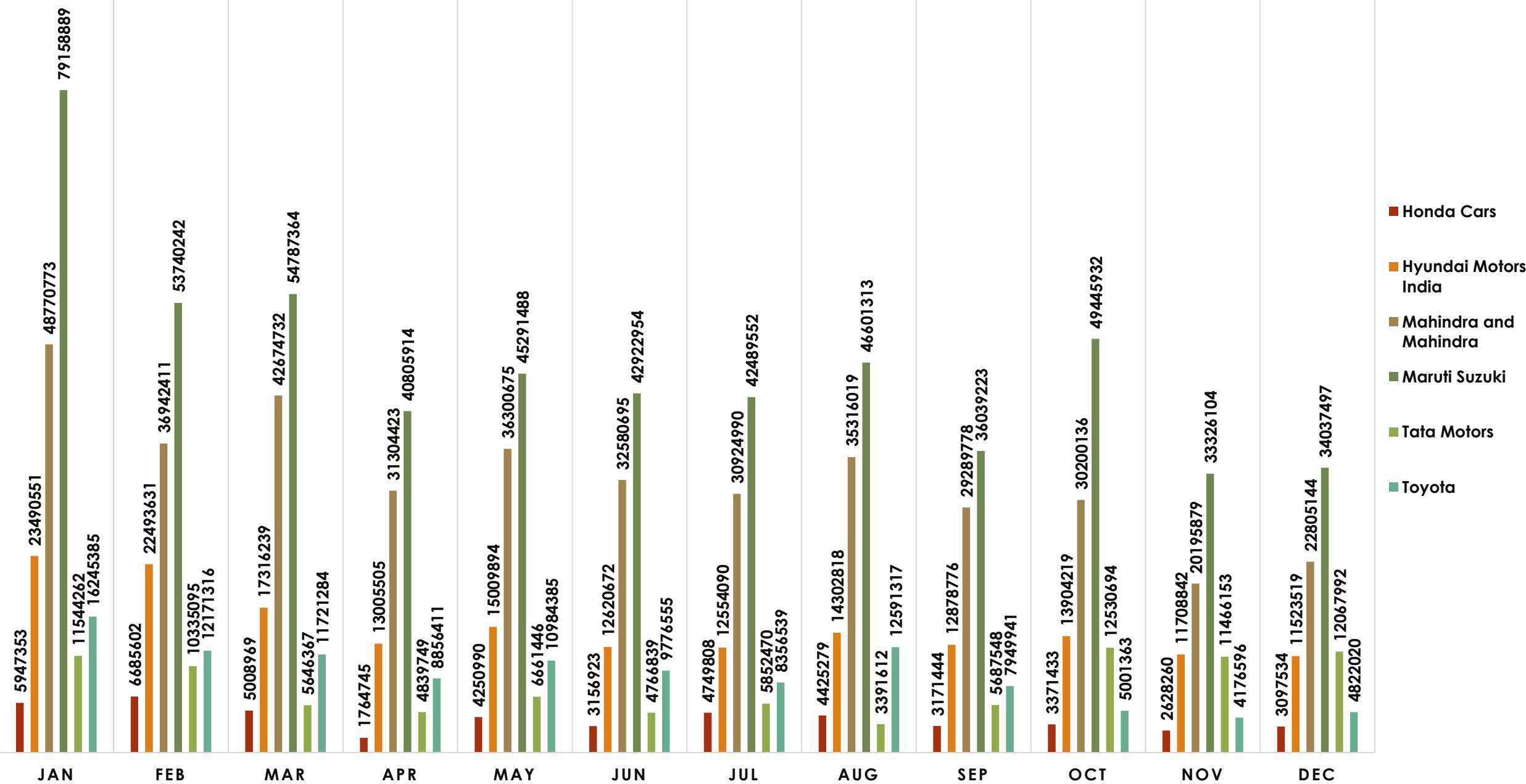
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	13.56%	10.26%	18.79%	38.52%	10.36%	8.51%
TUESDAY	13.23%	10.05%	19.92%	38.28%	10.25%	8.28%
WEDNESDAY	13.59%	10.47%	19.05%	38.14%	10.17%	8.57%
THURSDAY	13.45%	10.48%	19.33%	37.80%	9.89%	9.05%
FRIDAY	13.54%	10.68%	19.36%	37.16%	10.06%	9.20%
SATURDAY	10.82%	10.27%	21.09%	39.57%	9.91%	8.34%
SUNDAY	9.15%	11.10%	20.34%	41.85%	10.24%	7.31%

Q1 DAYS OF WEEK V/S COUNT(ID)
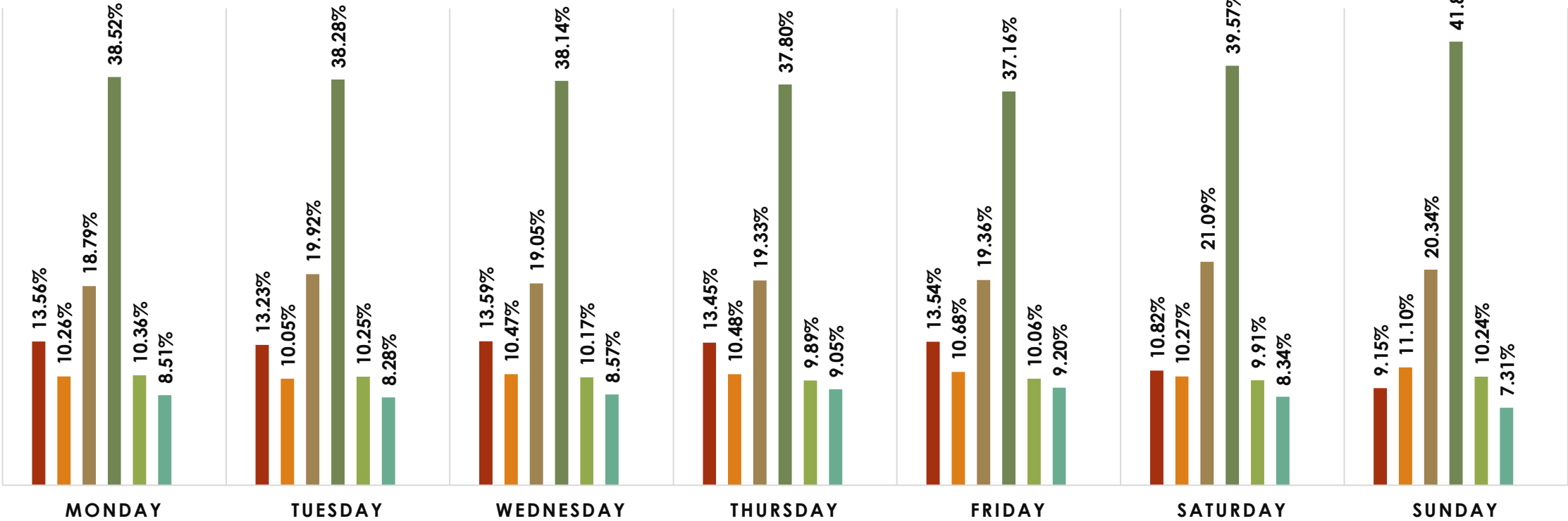
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	684	2702	2898	2183	1245	2244
TUESDAY	636	2372	2862	2015	1321	1975
WEDNESDAY	646	2313	2711	2191	1225	1692
THURSDAY	648	2157	3030	2137	1234	2053
FRIDAY	626	2186	2830	2100	1276	2059
SATURDAY	684	3140	3265	2487	1247	2581
SUNDAY	693	4535	3455	2527	1272	2855

Q1 DAYS OF WEEK V/S AVG(AMT_SPENT)
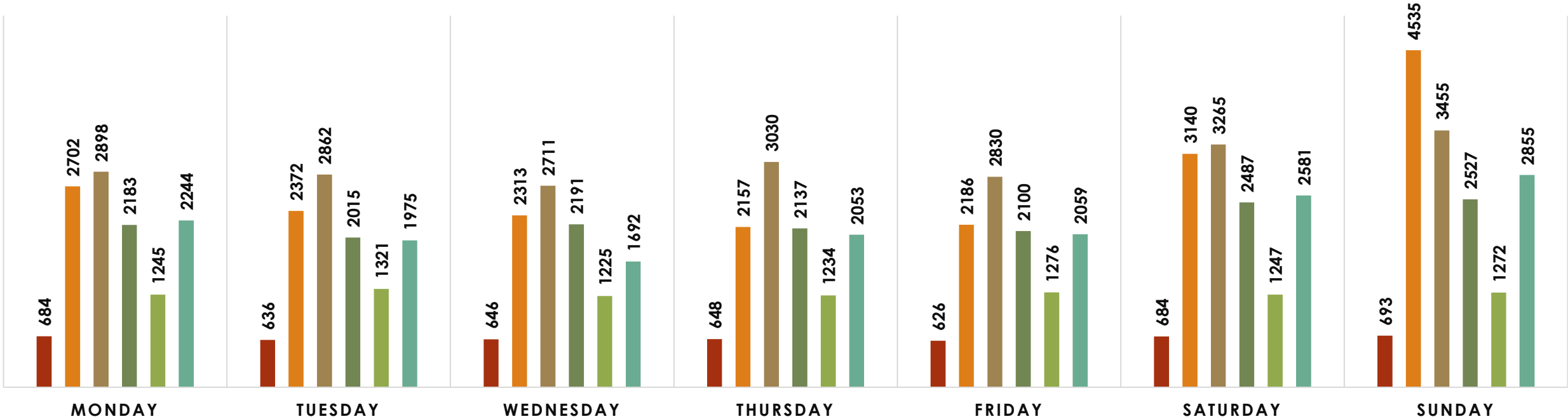
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	9.69%	9.91%	23.77%	36.60%	7.77%	12.27%
TUESDAY	10.31%	9.34%	23.81%	37.09%	7.70%	11.76%
WEDNESDAY	10.65%	9.15%	24.65%	36.59%	7.61%	11.35%
THURSDAY	11.15%	9.27%	24.34%	36.45%	7.15%	11.65%
FRIDAY	11.89%	9.85%	24.58%	35.43%	6.96%	11.29%
SATURDAY	8.68%	10.24%	23.49%	38.86%	7.89%	10.84%
SUNDAY	6.05%	11.11%	23.41%	40.12%	8.28%	11.03%

Q2 DAYS OF WEEK V/S COUNT(ID)
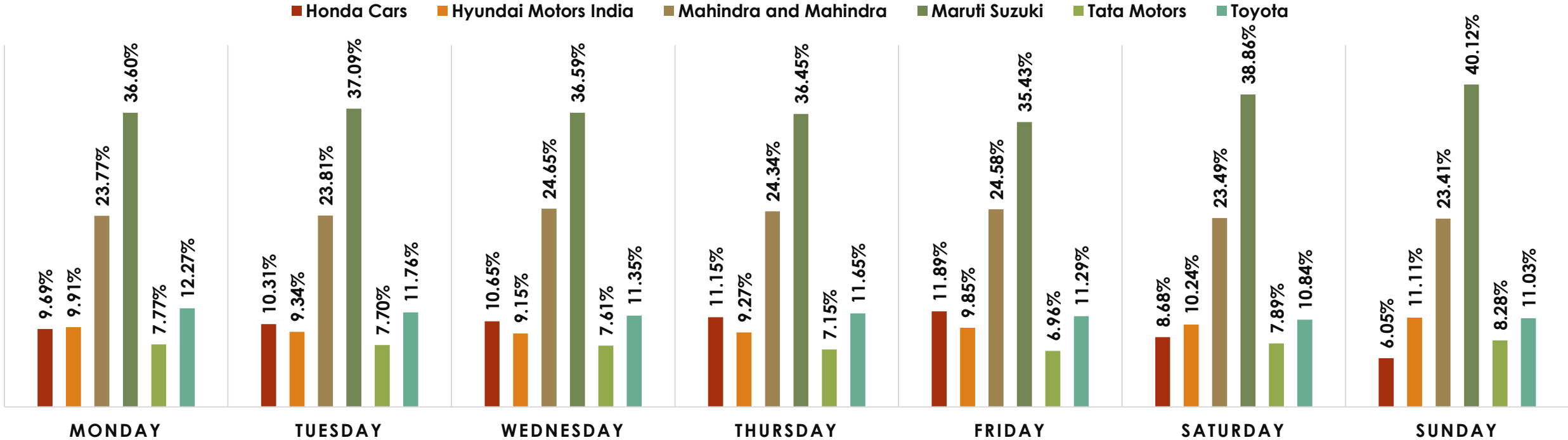
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	520	2464	2060	1772	1131	1452
TUESDAY	495	2568	2231	1576	1152	1213
WEDNESDAY	484	2153	2069	1724	997	1138
THURSDAY	472	1902	2128	1702	1141	1228
FRIDAY	466	1825	2021	1485	1091	1233
SATURDAY	460	2080	2260	2047	1075	1431
SUNDAY	560	2097	2460	2229	1189	1751

Q2 DAYS OF WEEK V/S AVG(AMT_SPENT)
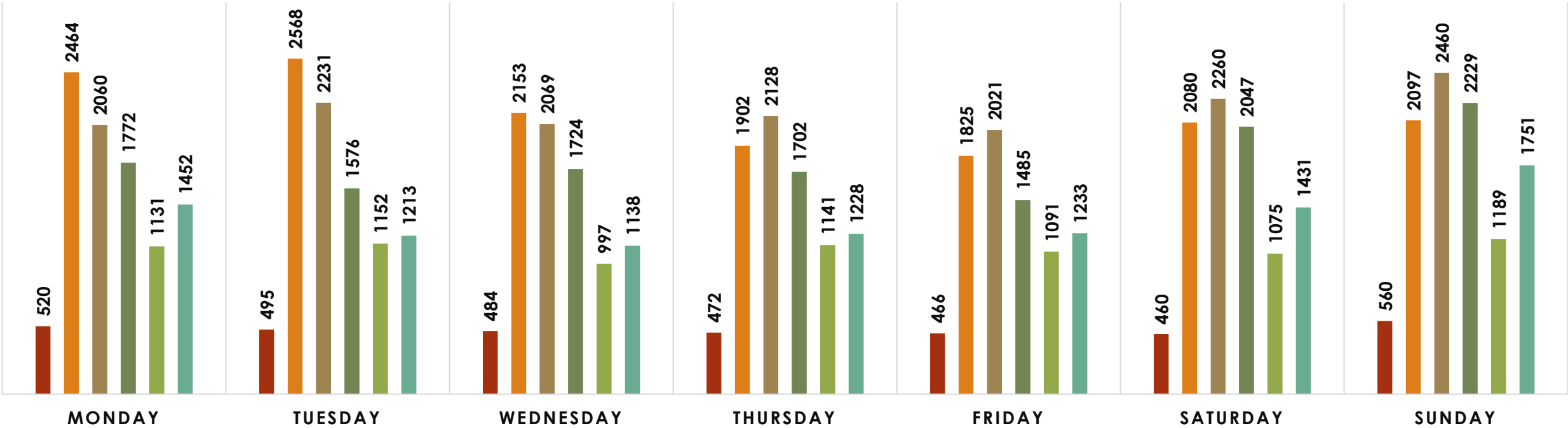
Competitive Analysis

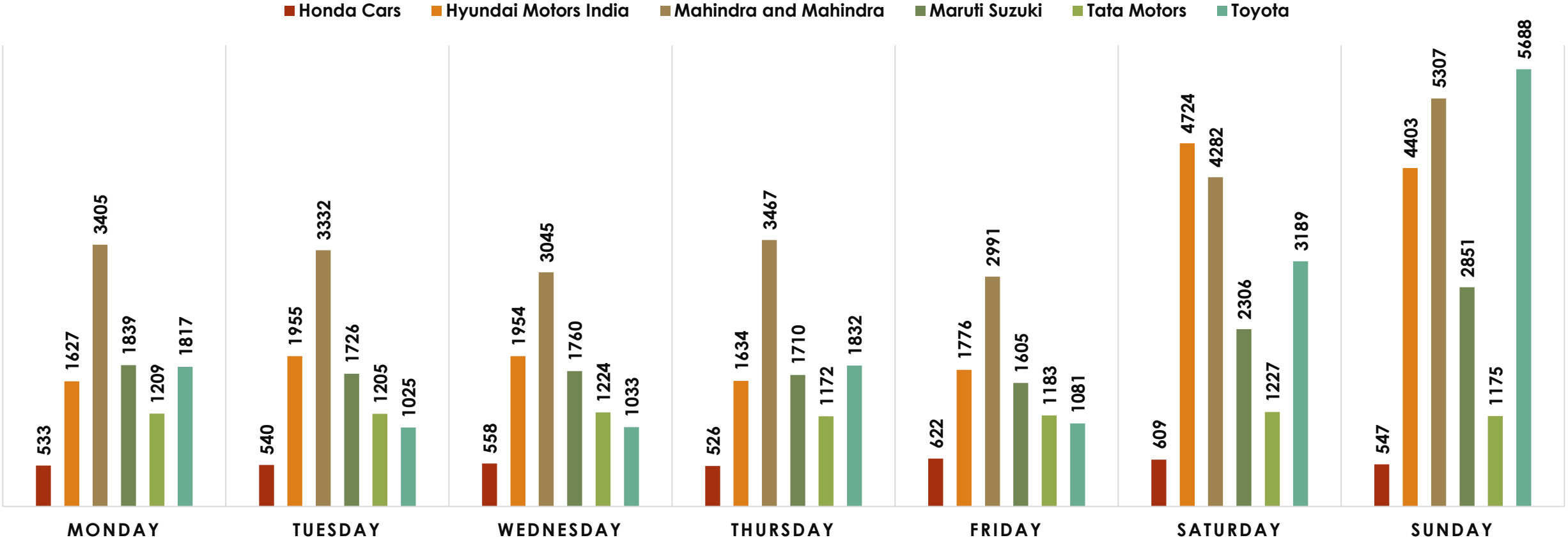|	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	12.01%	9.07%	21.62%	36.10%	9.11%	12.09%
TUESDAY	14.11%	8.72%	21.55%	36.74%	7.90%	10.99%
WEDNESDAY	14.69%	8.83%	21.51%	35.15%	8.50%	11.31%
THURSDAY	14.94%	8.99%	21.01%	36.37%	7.61%	11.07%
FRIDAY	15.52%	8.84%	21.79%	35.57%	7.66%	10.62%
SATURDAY	11.36%	9.50%	23.50%	37.16%	7.68%	10.80%
SUNDAY	8.52%	10.18%	23.31%	38.69%	7.76%	11.54%

Q3 DAYS OF WEEK V/S COUNT(ID)
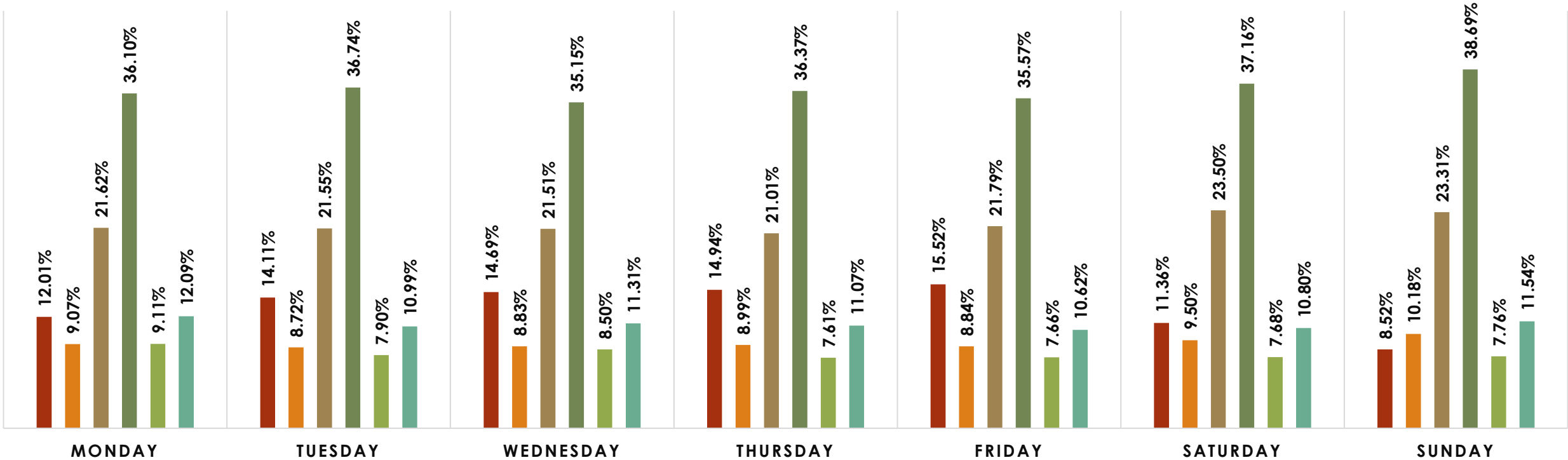
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	561	2722	2373	1793	889	1477
TUESDAY	545	2487	2361	1602	1061	1275
WEDNESDAY	529	2034	2397	1734	1000	1273
THURSDAY	509	2208	2291	1737	1125	1225
FRIDAY	519	1670	2374	1541	1055	1394
SATURDAY	507	2479	2390	2317	891	1488
SUNDAY	512	3066	2600	2475	1216	1837

Q3 DAYS OF WEEK V/S AVG(AMT_SPENT)
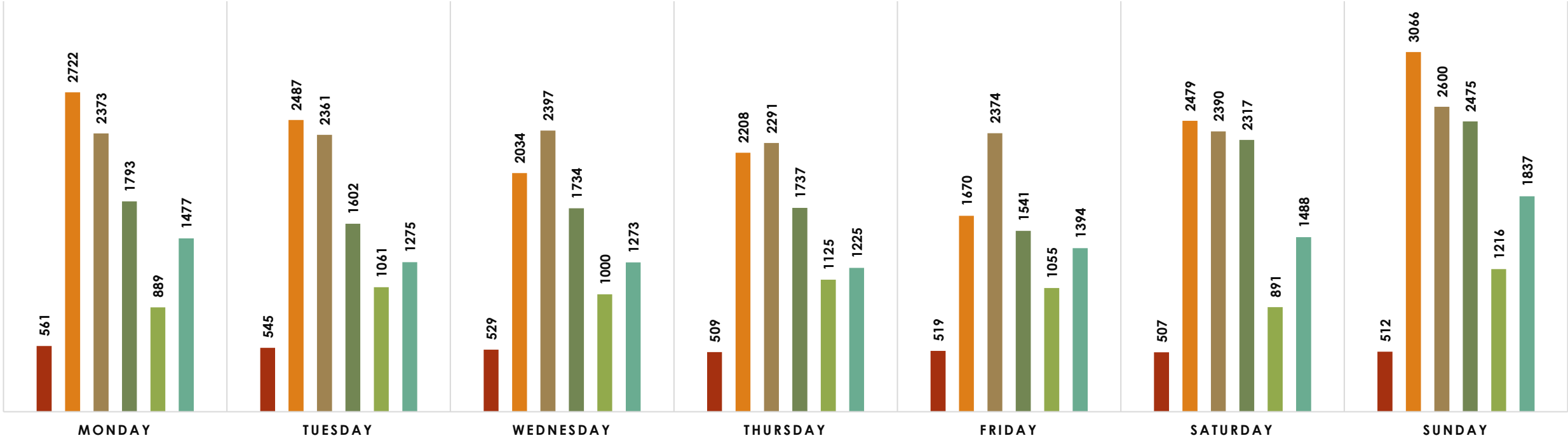
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	12.74%	7.80%	12.94%	40.68%	22.17%	3.67%
TUESDAY	12.79%	8.08%	12.57%	42.16%	21.40%	3.02%
WEDNESDAY	12.52%	8.35%	13.16%	42.42%	20.43%	3.12%
THURSDAY	11.12%	9.38%	12.83%	42.03%	21.23%	3.40%
FRIDAY	11.52%	8.47%	13.65%	41.60%	20.81%	3.95%
SATURDAY	9.54%	10.81%	15.26%	39.10%	20.09%	5.19%
SUNDAY	9.14%	11.42%	14.38%	39.99%	20.49%	4.57%

Q4 DAYS OF WEEK V/S COUNT(ID)
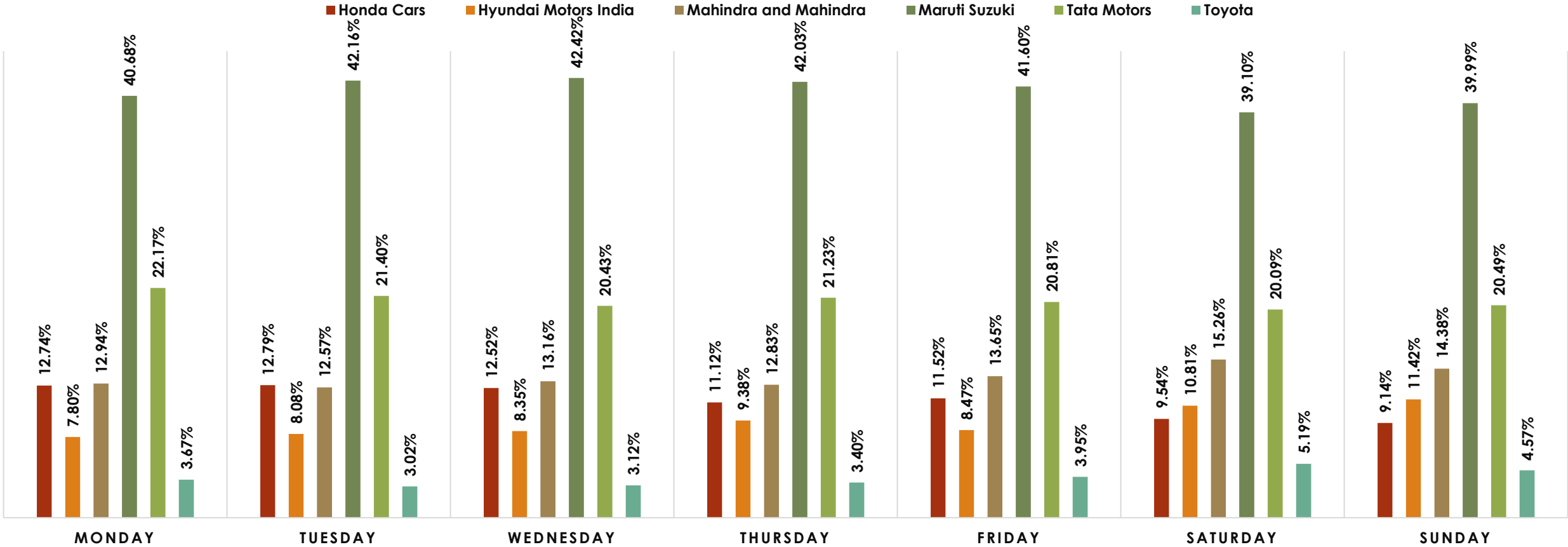
Competitive Analysis

	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	533	1627	3405	1839	1209	1817
TUESDAY	540	1955	3332	1726	1205	1025
WEDNESDAY	558	1954	3045	1760	1224	1033
THURSDAY	526	1634	3467	1710	1172	1832
FRIDAY	622	1776	2991	1605	1183	1081
SATURDAY	609	4724	4282	2306	1227	3189
SUNDAY	547	4403	5307	2851	1175	5688

Q4 DAYS OF WEEK V/S AVG(AMT_SPENT)

Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
DAYTIME	9.27%	22.80%	0.00%	18.10%	22.69%
EARLY FRINGE	1.46%	6.24%	0.00%	10.44%	6.31%
EARLY MORNING	4.88%	9.44%	0.00%	11.51%	9.47%
EVENING NEWS	3.90%	3.05%	0.00%	4.29%	3.08%
LATE FRINGE	20.98%	16.71%	40.00%	6.78%	16.54%
OVERNIGHT	0.98%	4.28%	0.00%	10.11%	4.38%
PRIME ACCESS	6.34%	2.68%	0.00%	4.96%	2.73%
PRIME TIME	32.20%	19.22%	42.86%	13.29%	19.14%
WEEKEND	20.00%	15.57%	17.14%	20.51%	15.67%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Mahindra and Mahindra

Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Average of Spend ($)	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
DAYTIME	82	1877		4361	1912
EARLY FRINGE	25	1665		14664	2057
EARLY MORNING	967	827		2573	866
EVENING NEWS	18	3204		15862	3521
LATE FRINGE	596	1700	637	3077	1708
OVERNIGHT	69	1320		1493	1327
PRIME ACCESS	24	2124		15178	2551
PRIME TIME	2756	5419	226	4292	5396
WEEKEND	17856	2832	29901	13729	3126
Grand Total	4641	2588	5478	7797	2686

Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
MONDAY	13.17%	13.71%	0.00%	16.14%	13.75%
TUESDAY	8.78%	13.88%	2.86%	13.92%	13.87%
WEDNESDAY	9.27%	14.01%	5.71%	10.81%	13.94%
THURSDAY	10.24%	13.90%	0.00%	14.18%	13.89%
FRIDAY	12.68%	14.23%	0.00%	11.70%	14.18%
SATURDAY	17.07%	15.31%	17.14%	19.22%	15.38%
SUNDAY	28.78%	14.97%	74.29%	14.03%	14.98%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Mahindra and Mahindra

Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Average of Spend ($)	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
MONDAY	550	2491		5666	2556
TUESDAY	487	2491	497	7683	2585
WEDNESDAY	337	2432	884	4486	2459
THURSDAY	74	2502		7613	2595
FRIDAY	501	2403		7123	2472
SATURDAY	5376	2683	456	11543	2889
SUNDAY	12181	3070	7182	8528	3192
Grand Total	4641	2588	5478	7797	2686
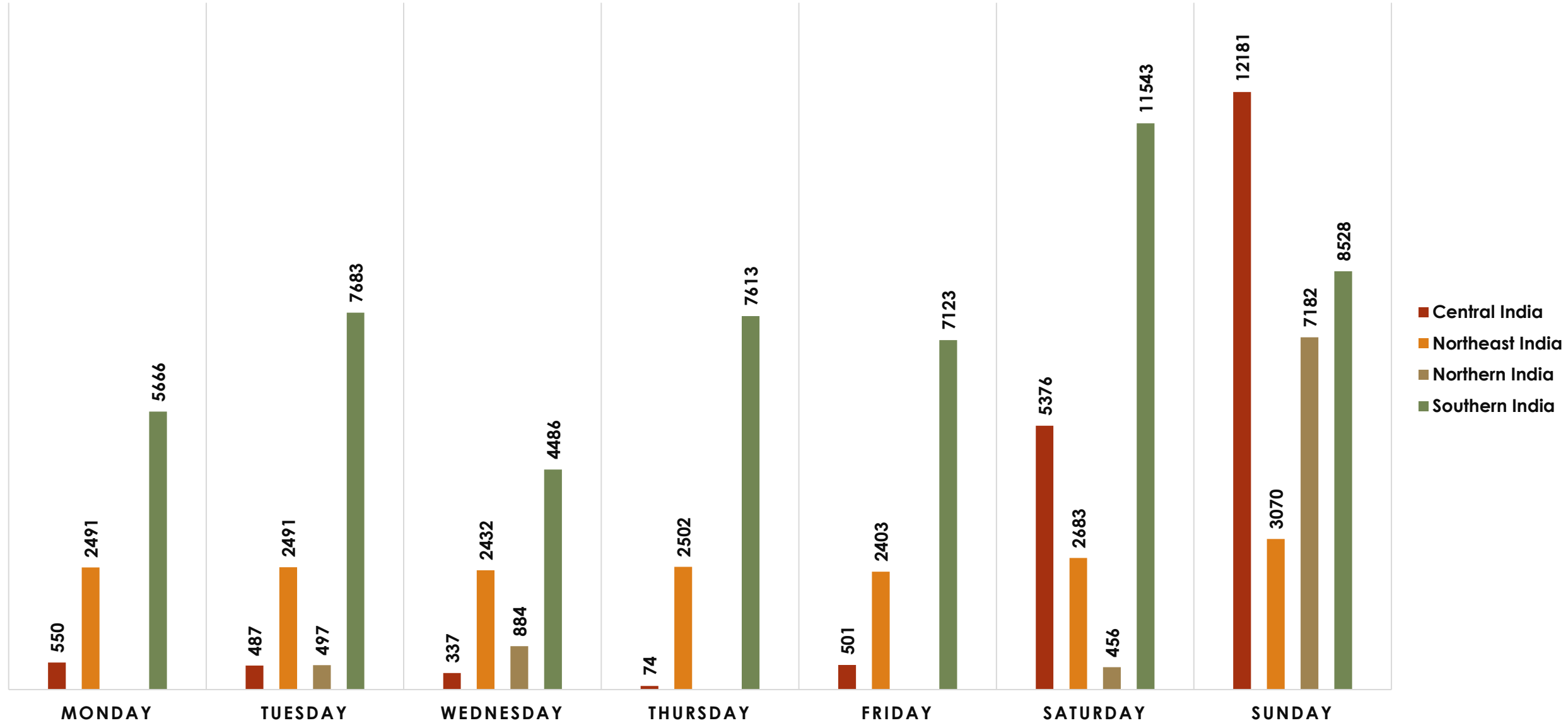
Mahindra and Mahindra

Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
broadcast	59.51%	9.30%	100.00%	6.59%	9.34%
cable	40.49%	90.70%	0.00%	93.41%	90.66%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%
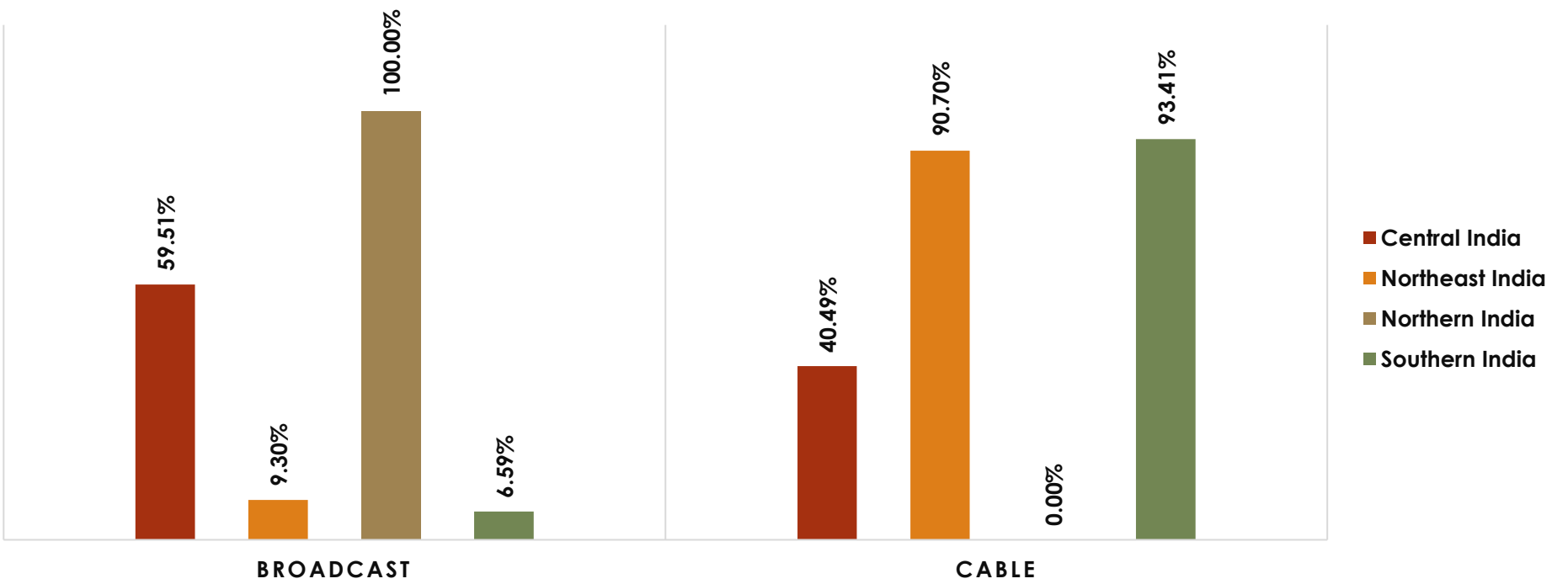
Mahindra and Mahindra

Brand	Mahindra and Mahindra				
Count of Id	**Column Labels**				
	Central India	Northeast India	Northern India	Southern India	Grand Total
Row Labels					
Q1	13.66%	28.61%	22.86%	37.36%	28.75%
DAYTIME	2.93%	5.93%	0.00%	6.85%	5.94%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%	1.71%
EARLY MORNING	0.49%	2.36%	0.00%	3.52%	2.38%
EVENING NEWS	0.00%	0.90%	0.00%	1.93%	0.91%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%	4.66%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%	1.20%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%	0.89%
PRIME TIME	5.85%	6.39%	14.29%	3.63%	6.34%
WEEKEND	1.95%	4.65%	5.71%	8.48%	4.71%
Q2	19.51%	31.14%	14.29%	33.58%	31.16%
DAYTIME	0.98%	8.34%	0.00%	7.03%	8.30%
EARLY FRINGE	0.49%	1.85%	0.00%	3.11%	1.87%
EARLY MORNING	0.49%	3.42%	0.00%	4.70%	3.43%
EVENING NEWS	0.49%	0.78%	0.00%	1.15%	0.78%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%	4.96%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%	1.27%
PRIME ACCESS	1.46%	0.77%	0.00%	1.18%	0.78%
PRIME TIME	8.29%	5.41%	5.71%	6.03%	5.42%
WEEKEND	3.90%	4.32%	0.00%	5.07%	4.33%
Q3	50.73%	27.04%	48.57%	17.66%	26.90%
DAYTIME	4.39%	5.67%	0.00%	3.18%	5.62%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%	1.94%
EARLY MORNING	3.41%	2.47%	0.00%	2.59%	2.48%
EVENING NEWS	3.41%	0.99%	0.00%	0.78%	0.99%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%	4.62%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%	1.33%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%	0.79%
PRIME TIME	15.61%	4.92%	14.29%	2.26%	4.89%
WEEKEND	6.34%	4.26%	5.71%	3.15%	4.24%
Q4	16.10%	13.21%	14.29%	11.40%	13.18%
DAYTIME	0.98%	2.86%	0.00%	1.04%	2.82%
EARLY FRINGE	0.98%	0.78%	0.00%	1.37%	0.79%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%	1.18%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%	0.39%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%	2.31%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%	0.58%
PRIME ACCESS	0.00%	0.26%	0.00%	0.67%	0.26%
PRIME TIME	2.44%	2.50%	8.57%	1.37%	2.48%
WEEKEND	7.80%	2.34%	5.71%	3.81%	2.38%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Mahindra and Mahindra

	Central India	Northeast India	Northern India	Southern India
DAYTIME	2.93%	5.93%	0.00%	6.85%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%
EARLY MORNING	0.49%	2.36%	0.00%	3.52%
EVENING NEWS	0.00%	0.90%	0.00%	1.93%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%
PRIME TIME	5.85%	6.39%	14.29%	3.63%
WEEKEND	1.95%	4.65%	5.71%	8.48%

Q1 DAYSPART V/S LOCATION
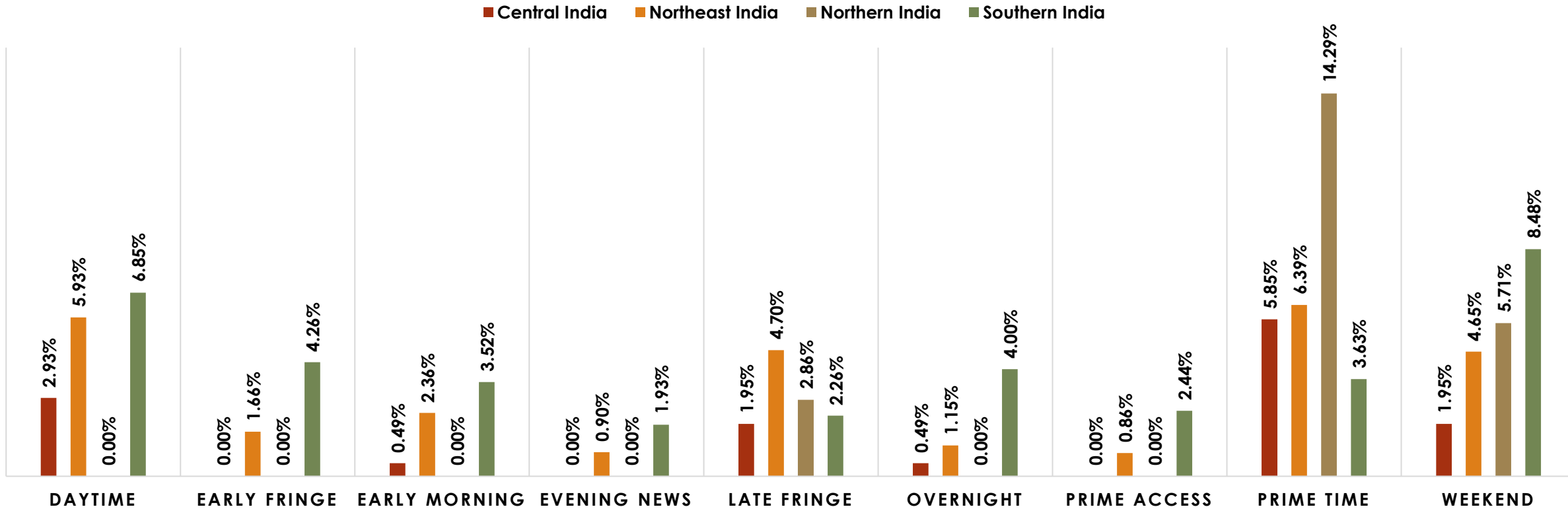
Mahindra and Mahindra

	Central India	Northeast India	Northern India	Southern India
DAYTIME	0.98%	8.34%	0.00%	7.03%
EARLY FRINGE	0.49%	1.85%	0.00%	3.11%
EARLY MORNING	0.49%	3.42%	0.00%	4.70%
EVENING NEWS	0.49%	0.78%	0.00%	1.15%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%
PRIME ACCESS	1.46%	0.77%	0.00%	1.18%
PRIME TIME	8.29%	5.41%	5.71%	6.03%
WEEKEND	3.90%	4.32%	0.00%	5.07%

Q2 DAYSPART V/S LOCATION
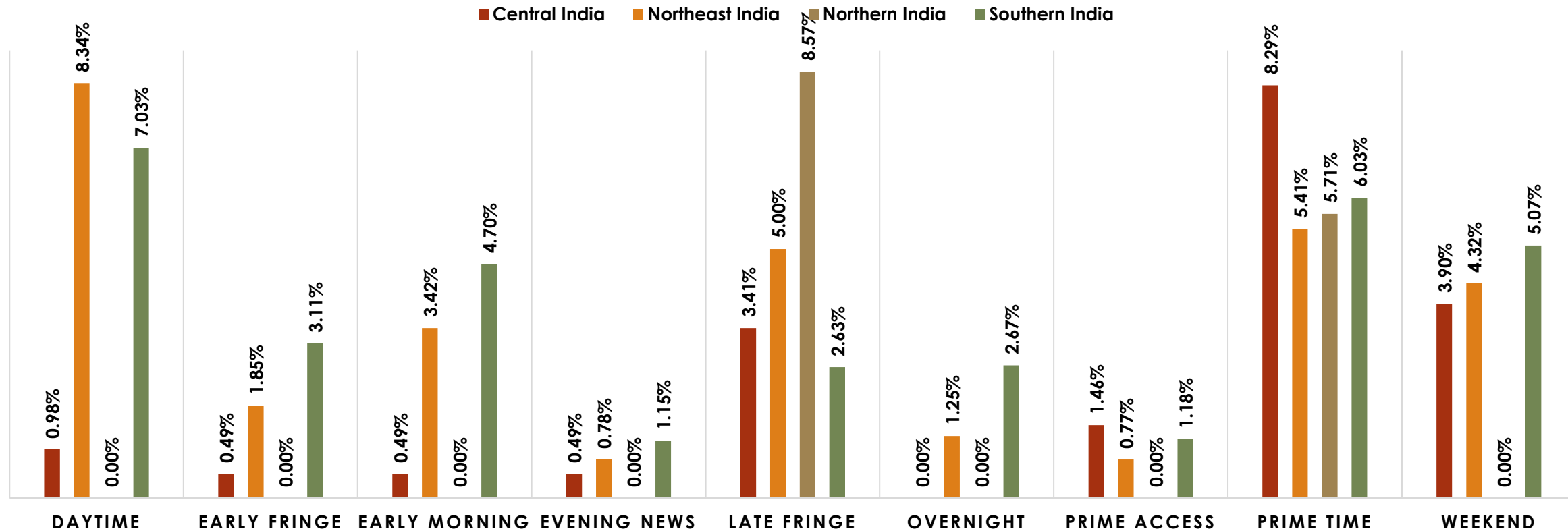
Mahindra and Mahindra

	Central India	Northeast India	Northern India	Southern India
DAYTIME	4.39%	5.67%	0.00%	3.18%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%
EARLY MORNING	3.41%	2.47%	0.00%	2.59%
EVENING NEWS	3.41%	0.99%	0.00%	0.78%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%
PRIME TIME	15.61%	4.92%	14.29%	2.26%
WEEKEND	6.34%	4.26%	5.71%	3.15%

Q3 DAYSPART V/S LOCATION
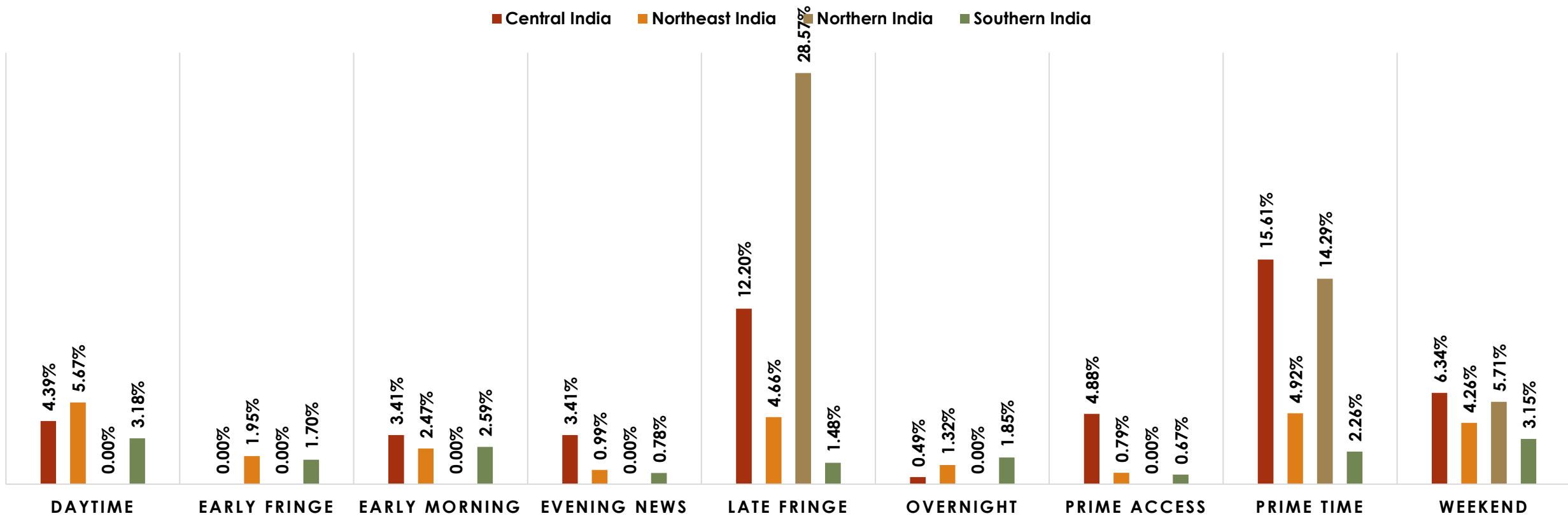
Mahindra and Mahindra

	Central India	Northeast India	Northern India	Southern India
DAYTIME	0.98%	2.86%	0.00%	1.04%
EARLY FRINGE	0.98%	0.78%	0.00%	1.37%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%
PRIME ACCESS	0.00%	0.26%	0.00%	0.67%
PRIME TIME	2.44%	2.50%	8.57%	1.37%
WEEKEND	7.80%	2.34%	5.71%	3.81%

Q4 DAYSPART V/S LOCATION
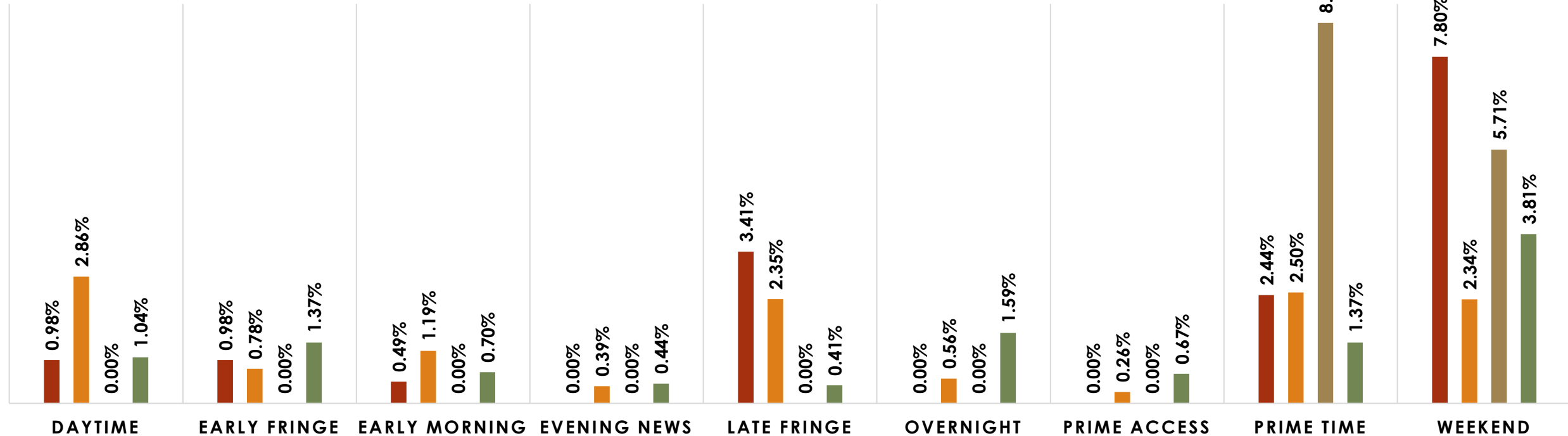
Other insights

Row Labels	Honda Cars DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
MONDAY	5.06%	1.35%	1.97%	0.54%	0.83%	0.80%	0.34%	1.13%	0.00%
TUESDAY	5.41%	1.28%	2.13%	0.63%	0.88%	0.76%	0.36%	1.14%	0.00%
WEDNESDAY	5.57%	1.39%	2.16%	0.58%	0.84%	0.78%	0.39%	1.14%	0.00%
THURSDAY	5.47%	1.36%	2.19%	0.60%	0.88%	0.80%	0.33%	1.12%	0.00%
FRIDAY	5.62%	1.45%	2.23%	0.61%	0.92%	0.84%	0.42%	1.13%	0.00%
SATURDAY	0.00%	0.00%	2.07%	0.00%	0.84%	0.75%	0.00%	1.06%	5.43%
SUNDAY	0.00%	0.00%	1.51%	0.00%	0.72%	0.75%	0.00%	1.31%	3.92%

HONDA DAYS OF WEEK V/S DAYSPART
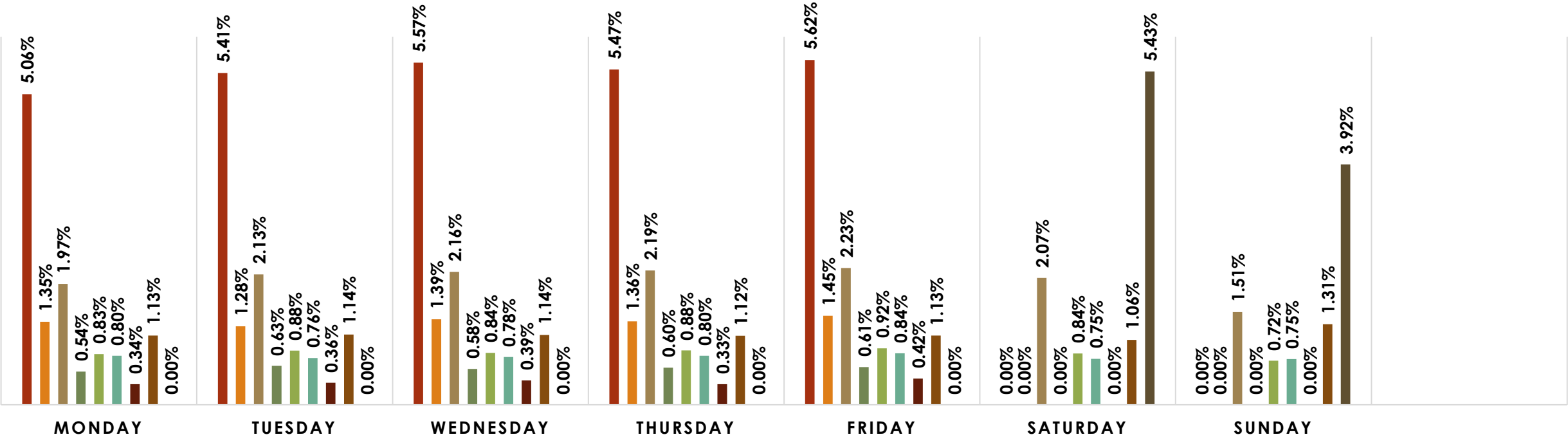
Other insights

	Hyundai Motors India								
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
MONDAY	2.54%	0.86%	0.96%	0.45%	1.42%	0.86%	0.53%	1.77%	0.00%
TUESDAY	2.24%	0.88%	0.92%	0.45%	1.31%	0.86%	0.60%	1.90%	0.00%
WEDNESDAY	2.20%	0.83%	1.04%	0.50%	1.41%	0.91%	0.57%	1.84%	0.00%
THURSDAY	2.50%	0.79%	1.14%	0.46%	1.43%	0.94%	0.59%	1.71%	0.00%
FRIDAY	2.60%	0.87%	1.08%	0.47%	1.36%	0.94%	0.59%	1.69%	0.00%
SATURDAY	0.00%	0.00%	1.28%	0.00%	1.36%	0.80%	0.00%	1.64%	5.10%
SUNDAY	0.00%	0.00%	1.36%	0.00%	1.48%	1.02%	0.00%	2.36%	4.72%

HYUNDAI MOTORS DAYS OF WEEK V/S DAYSPART
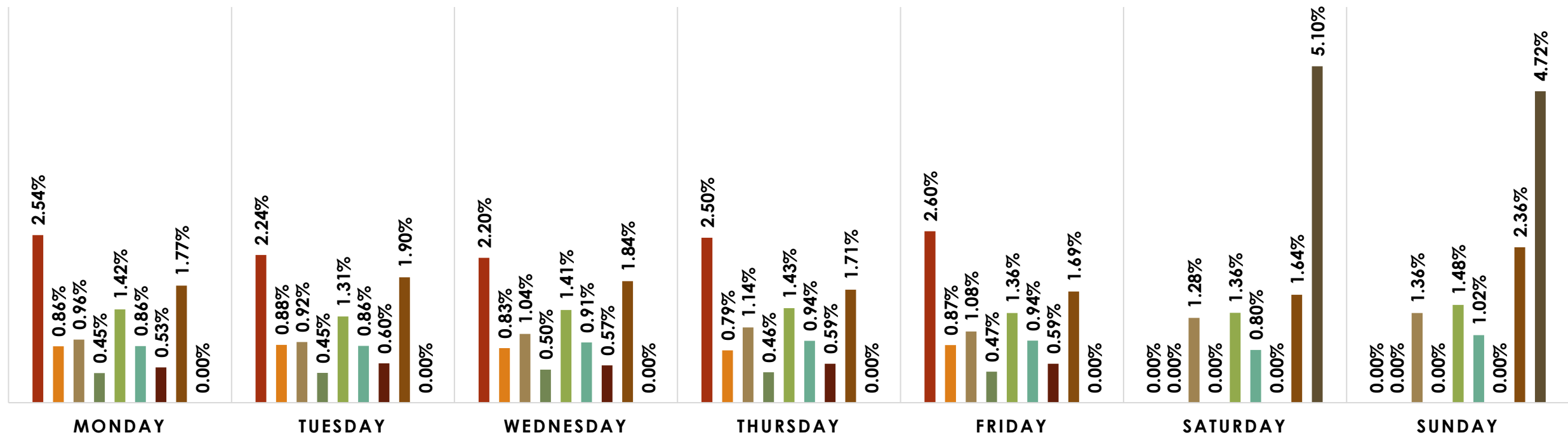
Other insights

	Mahindra and Mahindra								
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
MONDAY	6.33%	1.79%	1.85%	0.83%	3.24%	0.82%	0.76%	4.02%	0.00%
TUESDAY	6.49%	1.69%	1.80%	0.90%	3.45%	0.96%	0.77%	3.86%	0.00%
WEDNESDAY	6.70%	1.82%	1.70%	0.88%	3.32%	0.91%	0.79%	3.89%	0.00%
THURSDAY	6.48%	1.81%	1.72%	0.87%	3.51%	0.89%	0.79%	3.76%	0.00%
FRIDAY	6.48%	1.93%	1.84%	0.91%	3.50%	0.91%	0.81%	3.89%	0.00%
SATURDAY	0.00%	0.00%	2.19%	0.00%	3.33%	0.91%	0.00%	3.43%	11.26%
SUNDAY	0.00%	0.00%	2.25%	0.00%	3.07%	0.80%	0.00%	4.24%	10.28%

MAHINDRA AND MAHINDRA DAYS OF WEEK V/S DAYSPART
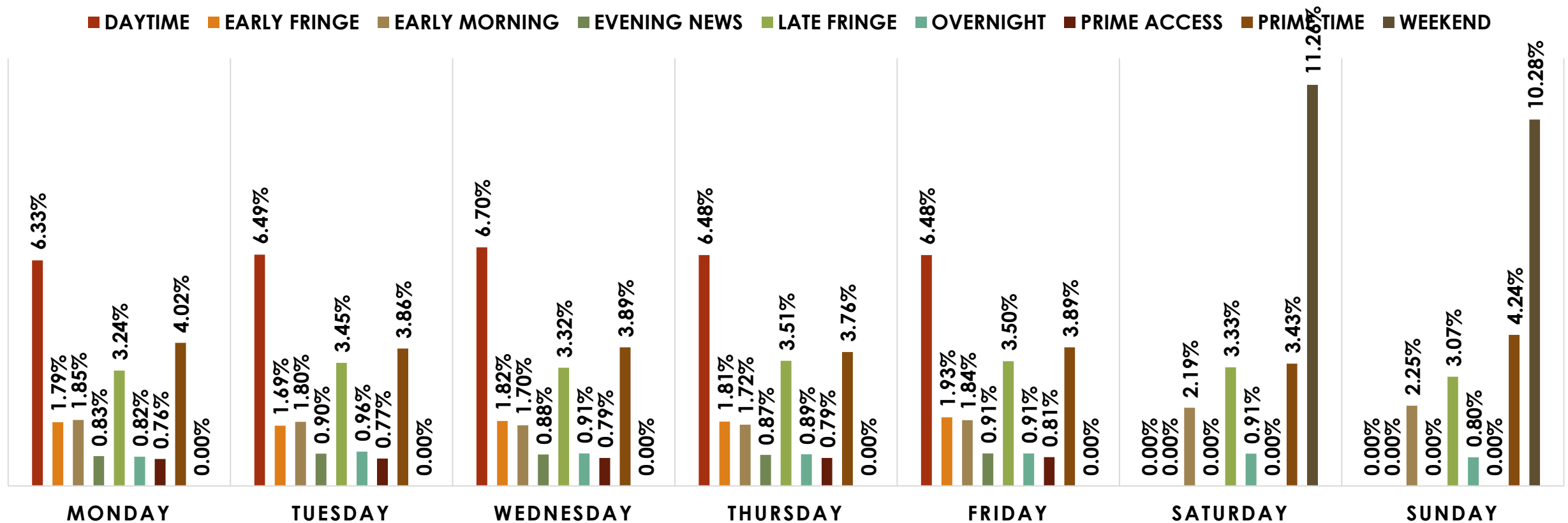
Other insights

	Tata Motors								
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
MONDAY	3.69%	1.09%	1.38%	0.61%	1.64%	0.81%	0.58%	1.90%	0.00%
TUESDAY	3.49%	1.08%	1.29%	0.54%	1.61%	0.81%	0.60%	1.71%	0.00%
WEDNESDAY	3.38%	1.04%	1.29%	0.59%	1.60%	0.81%	0.59%	1.79%	0.00%
THURSDAY	3.26%	1.00%	1.24%	0.56%	1.54%	0.84%	0.58%	1.78%	0.00%
FRIDAY	3.34%	0.96%	1.20%	0.61%	1.43%	0.82%	0.58%	1.71%	0.00%
SATURDAY	0.00%	0.00%	1.25%	0.00%	1.38%	0.74%	0.00%	1.67%	5.87%
SUNDAY	0.00%	0.00%	1.18%	0.00%	1.46%	0.73%	0.00%	2.39%	5.45%

TATA MOTORS DAYS PART V/S DAYS OF WEEK
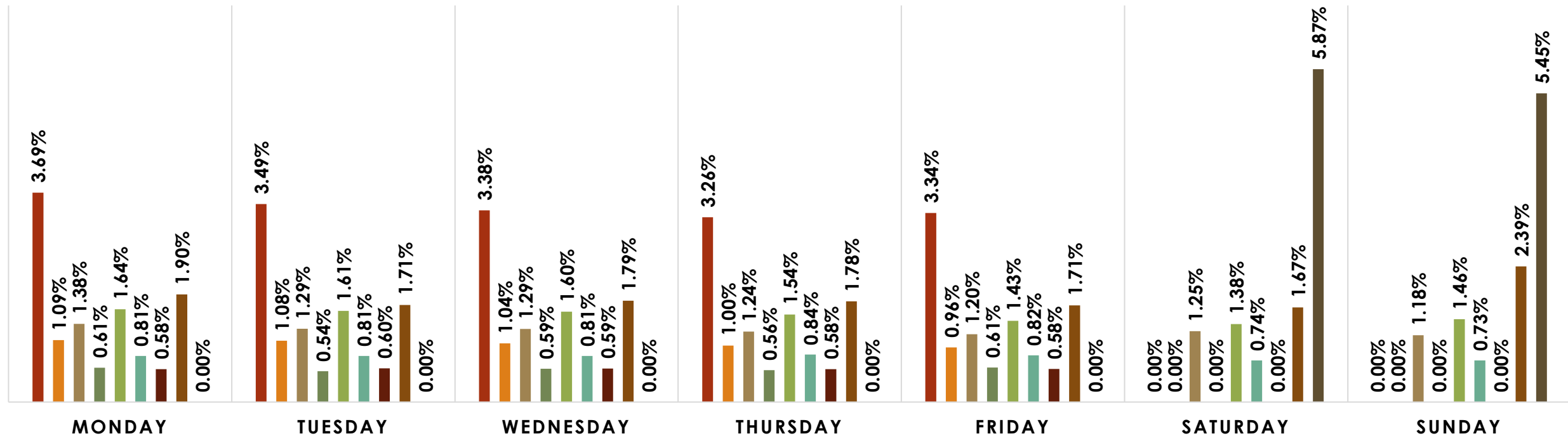
Other insights

	Toyota								
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
MONDAY	3.42%	0.94%	1.19%	0.52%	1.13%	0.50%	0.48%	1.24%	0.00%
TUESDAY	3.35%	0.85%	1.13%	0.45%	1.08%	0.44%	0.44%	1.12%	0.00%
WEDNESDAY	3.32%	0.85%	1.15%	0.48%	1.01%	0.44%	0.46%	1.22%	0.00%
THURSDAY	3.24%	0.95%	1.32%	0.54%	0.99%	0.47%	0.46%	1.19%	0.00%
FRIDAY	3.51%	0.88%	1.17%	0.46%	1.06%	0.46%	0.43%	1.14%	0.00%
SATURDAY	0.00%	0.00%	1.23%	0.00%	1.02%	0.51%	0.00%	1.26%	4.93%
SUNDAY	0.00%	0.00%	1.22%	0.00%	1.10%	0.49%	0.00%	1.62%	4.31%

TOYOTA MOTORS DAYS OF WEEK V/S DAYS PART
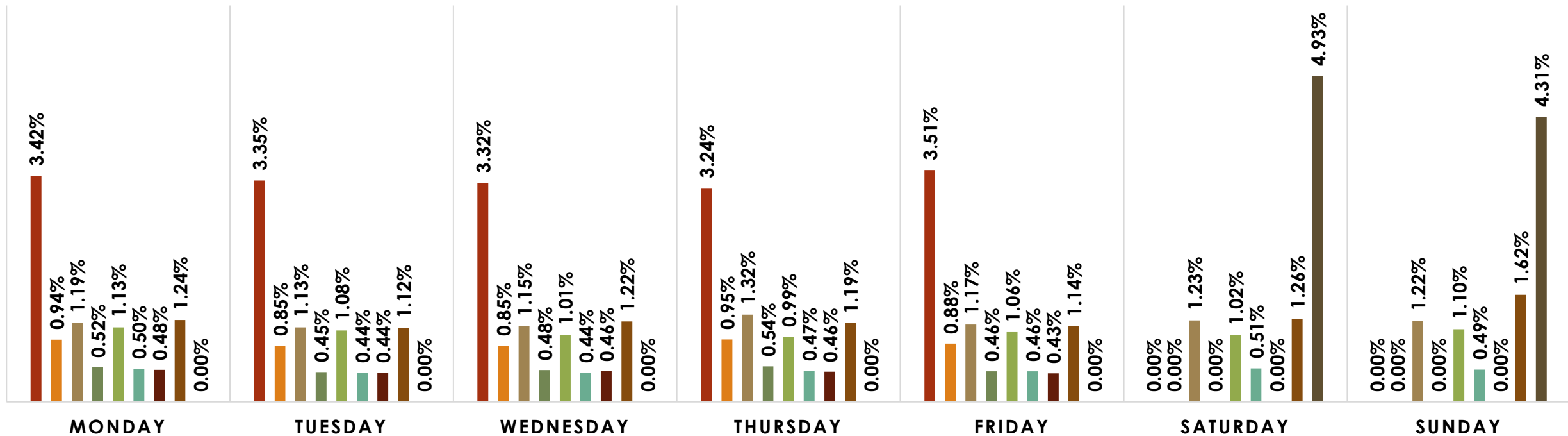
Google Drive Link for Cleaned and Analysed Data

[XYZ_Ads_Airings_Data.xlsx - Google Drive](#)

Results/Conclusions

→ The POD position of different Brands has some sort of relation with the amount spent. Firstly the amount Spent for POD position increases upto a certain POD position and when the POD position tends towards 31 there is a gradual decrease in tha amount spent for some brands while for some brands the amount spent for POD position decreases drastically.

For brand like Honda the avg_amt_spent is the highest or is at the peak for POD position around 10

For brand like Hyundai motors the avg_amt_spent is the highest or is at the peak for POD position around 20 and 22

For brand like Mahindra and Mahindra the avg_amt_spent is the highest or is at the peak for POD position for around 26

For brand like Maruti Suzuki the avg_amt_spent is the highest or is at the peak for POD position for around 19

For brand like TATA motors the avg_amt_spent is the highest or is at the peak for POD position for around 25 and 27

For brand like Toyota the avg_amt_spent is the highest or is at the peak for POD position for around 18,21 and 23

We can infer from the bar plots and line plots that, from POD position 28 there is very less amount of avg_amt_spent by all the brands

Results/Conclusions

→ From the pie charts and stacked bar plot we can infer that:-

→ The brand 'Maruti Suzuki' had the highest Ads proportion in all the quarters i.e.

   38.78% in Q1

   37.31% in Q2

   36.55% in Q3

   41.10% in Q4

- For brand 'Honda'
  We can infer that it has shown a decline in TV Ads Airings from Q1 (12.44%) to Q2(9.77%), then from Q2(9.77%) to Q3(12.99%) it has increased and then from Q3(12.99%) to Q4(11.29%) it has again decreased.

- For brand 'Hyundai Motors'
  We can infer that it has shown a decline in TV Ads Airings from Q1(10.48%) to Q2(9.84%), then from Q2(9.84%) to Q3(9.17%) it has again shown a decline, then from Q3(9.17%) to Q4(9.23%) it has shown some increase

- For brand like 'Mahindra and Mahindra'
  It has shown an increase in TV Ads Airings from Q1(19.71%) to Q2(24.01%), then from Q2(24.01%) to Q3(22.05%) it has shown some decline, then from Q3(22.05%) to Q4(13.57%) it has shown a sharp decline

- For brand like 'Maruti Suzuki'
  It has shown a decline in TV Ads Airings from Q1(38.78%) to Q2(37.31%), then from Q2(37.31%) to Q3(36.55%) it has again shown some decline and then from Q3(36.55%) to Q4(40.10%) it has shown a great increase of almost 5%.

- For brand like 'TATA Motors'
  It has shown some decline in TV Ads Airings from Q1(10.12%) to Q2(7.62%), then from Q2(7.62%) to Q3(8.03%) it has shown an increase and then from Q3(8.03%) to Q4(20.93%) it has shown a spectacular growth of almost 12%

Results/Conclusions

- For brand like 'Toyota'
  It has shown an increase in TV Ads Airings from Q1(8.46%) to Q2(11.45%), the from Q2(11.45%) to Q3(11.21%) it has shown some decline and then from Q3(11.21%) to Q4(3.87%) it has shown a significant amount of decline of almost -10%

→ From the competitive Bar plots and Tables we can infer that
- The brand 'Maruti Suzuki' has the highest share for TV Ads in both network types wiz Broadcast(37.53%) and cable(38.37%)

- The avg_amt_spent on Broadcast type network is the highest for the brand 'Hyundai Motors India' i.e. $18,078 and on cable type network is the highest for the brand 'Mahindra and Mahindra' i.e. $1,612

- For the broadcast type network the brand 'Maruti Suzuki' has the highest share for the Early Morning(35.01%), Evening News(36.33%), Late Fringe(52.88%), Overnight(49.68%), Prime Access(50.38%), Prime Time(39.49%), Weekend(40.89%), but for Daytime and Early Fringe the brand 'Honda Cars' has the highest share i.e. 33.03% and 44.95% respectively.

- For the cable type network the brand 'Maruti Suzuki' has the highest share for all the DayParts of TV Ads

- Also the brand 'Maruti Suzuki' has the highest share in TV Ads Airings in all Quarters(Q1,Q2,Q3 and Q4) for both the network types: Broadcast type and Cable Type

- Also the brand 'Maruti Suzuki' spent the highest sum of amount in TV Ads Airings in all Quarters(Q1,Q2,Q3 and Q4) for both the network types: Broadcast type and Cable Type

- The brand 'Maruti Suzuki' has the highest share and also spent the most for TV Ads Airings for all days of week

Results/Conclusions

→ **For the brand 'Mahindra and Mahindra' from the bar plots and tables we can infer that:-**

- **Most of the share of TV Ads is from the dayspart Late Fringe (40%) for Northern India, Prime Time (42.86%) for Northern India and Daytime (22.80%) for North East India**

- **Most of the share for TV Ads is on Friday, Saturday and Sunday; On Sunday the share for Northern India is 74.29%**

- **In case of Cable network the share of Central India is 40.49%; share of North East India is 90.70%; share of Northern India is 0% and share of Southern India is 93.41%**

- **In case of Broadcast network the share of Central India is 59.51%; share of North East India is 9.30%; share of Northern India is 100% and share of Southern India is 6.59%**

- **In Q1 Prime Time has the highest share from Northern India i.e. 14.29%**

- **In Q2 Late Fringe has the highest share from Northern India i.e. 8.57%**

- **In Q3 again Late Fringe has the highest share from Northern India i.e. 28.57%**

- **In Q4 Prime Time has the highest share from Northern India i.e. 8.57%**

So, the CMO can select such a tactic which can compete with the above conditions in daily, weekly, quarterly as well as on monthly basis

Also most of the share in TV Ads Airing for each brand was on Saturday Weekend show daypart

Also it is a verified fact that most of the viewers have day off Sunday and most of them watch TV for late night hours on Saturday Night and so most of the Brands bid a huge amount for POD positions in these Saturday weekend shows

Also if some viewers want to get into more details for a particular model of the brand they came across during the Ad break on Saturday Weekend show; they could visit the nearest showroom of that particular brand and even purchase the model if they liked it, which would gain profits for the brand

So, most of the brands find it profitable to bid on POD positions on the Saturday Weekend Shows