

XYZ Ads Airing Report Analysis

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Project Description

For the Final Project, we are provided with a dataset having different TV Airing Brands, their product and their category. Dataset includes the network through which Ads are airing, types of network like Cable/ Broadcast and the show name also on which Ads got aired. You can also see the data of Dayparts, Time zone and the time & date at which Ads got aired. IT also includes other data like Pod Position (the lesser the valuable), duration for which Ads aired on screen, Equivalent sales &, total amount spent on the Ads aired.

Approach

For this project, we were provided with xyz ads airing data for different brands. The dataset was clean so we were only expected to do data analysing and visualization. I used python (Jupyter notebook) for the same.

The visualizations would further help the stake-holders in taking important decisions in order to target specific audience and increase their business.

Tech-Stack Used

- Jupyter Notebook

I used python (Jupyter Notebook) for this project. Jupyter notebook is widely used in Data science, machine learning and scientific computing.

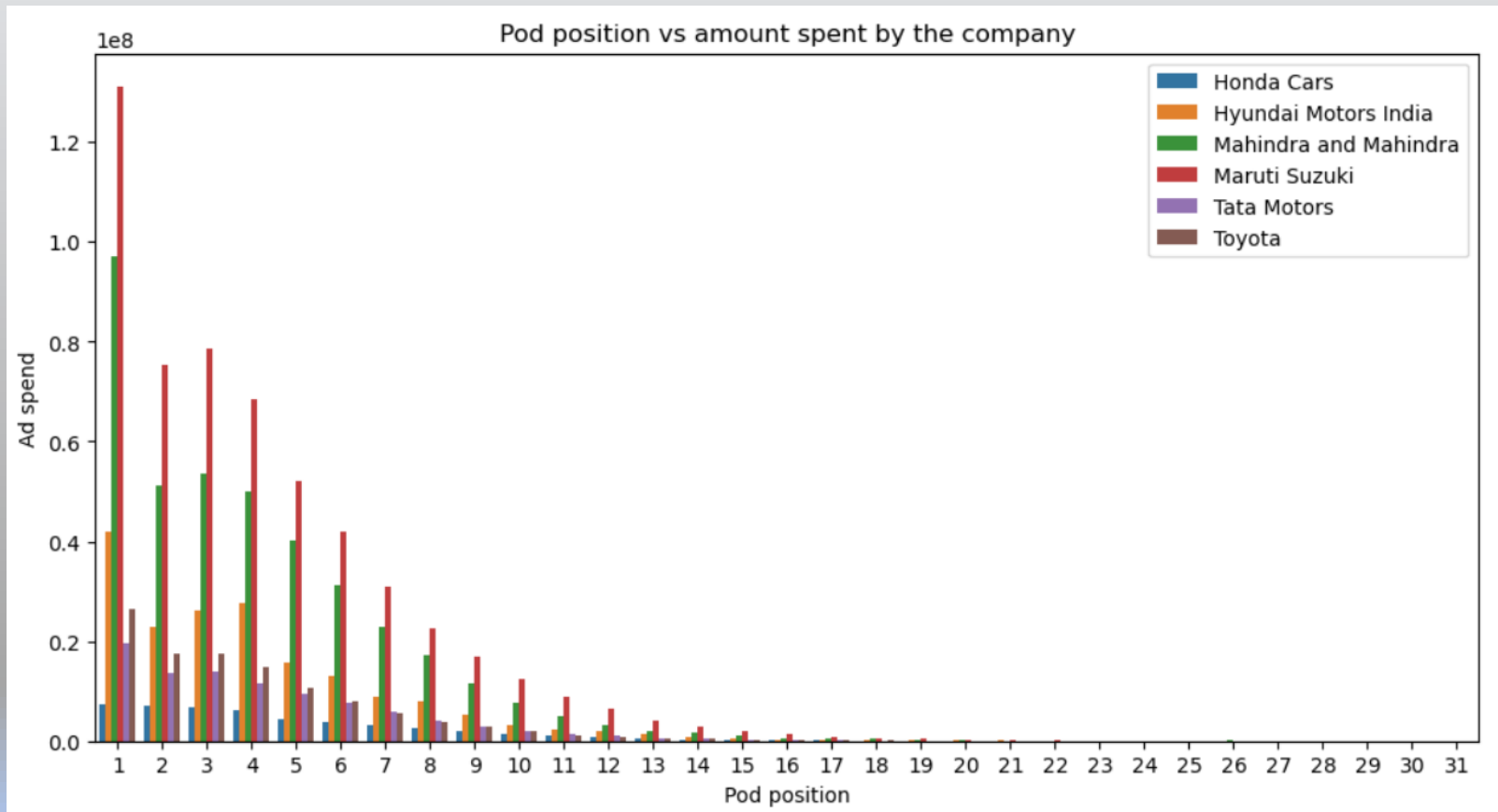
- MS PowerPoint

I used PowerPoint for representing all the content visible in the application and include input and output of the computation.

Q.1. What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?

- In advertising, a "pod" refers to a grouping of commercials that air together during a specific break in a TV program. Pod position refers to the placement of a specific commercial within that group of ads. A commercial airing first within a pod would be in position 1.
- The pod position number can affect the amount spent on ads by a company. Typically, ads that air in earlier pod positions (positions 1 and 2) are more expensive than those that air in later positions. This is because commercials that air in earlier positions are more likely to be seen by viewers, who may tune out or leave the room during later positions.

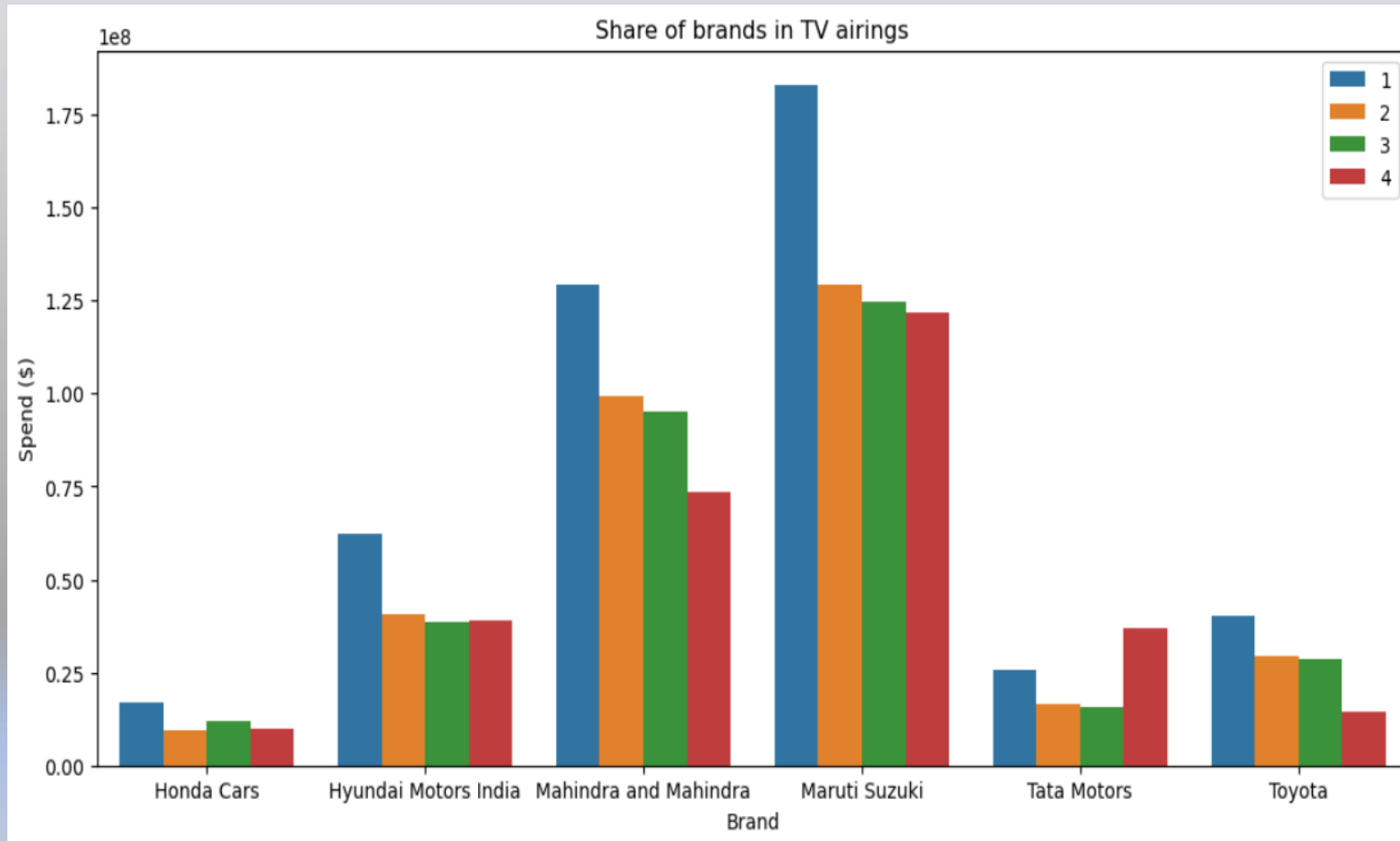
Insights for pod position



Form this bar plot we can clearly see that the lesser the pod position, the more the price.

- Maruti Suzuki has spent a higher amount for 1st pod position followed Mahindra and Mahindra
- The more the number of pod position, less are the brands interested.
- Honda cars has least opted for 1st pod position

Q.2 What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?

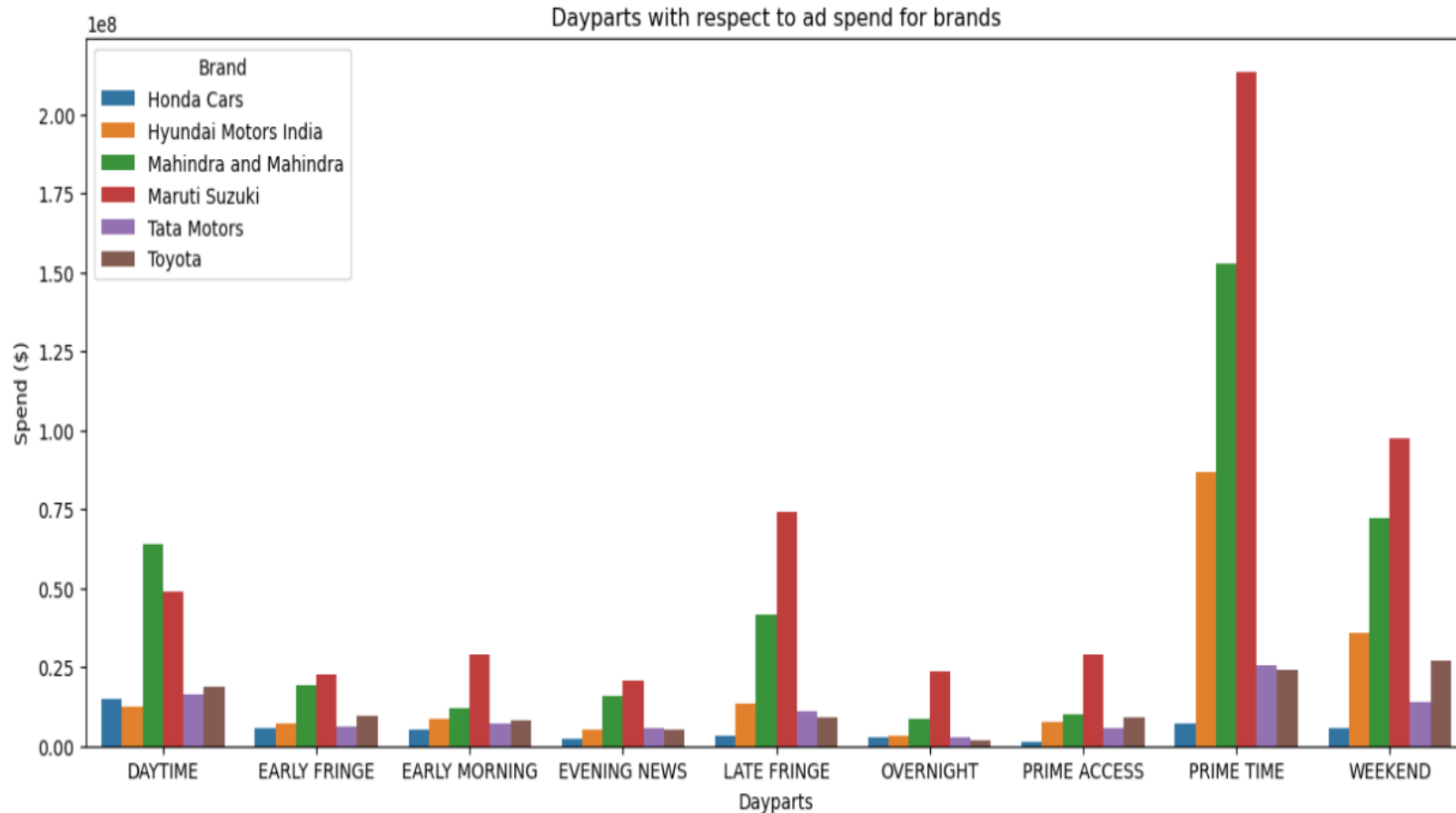


- Maruti Suzuki, Mahindra and Mahindra, Hyundai Motors, Honda and Toyota have spent more in the 1st quarter than in the remaining quarters. Only Tata motors has spent more in the 4th quarter.
- Maruti Suzuki has the highest number of share.
- Honda cars is the least to spend.
- Hyundai Motors has spent almost equal amount in the 3rd and 4th quarter.

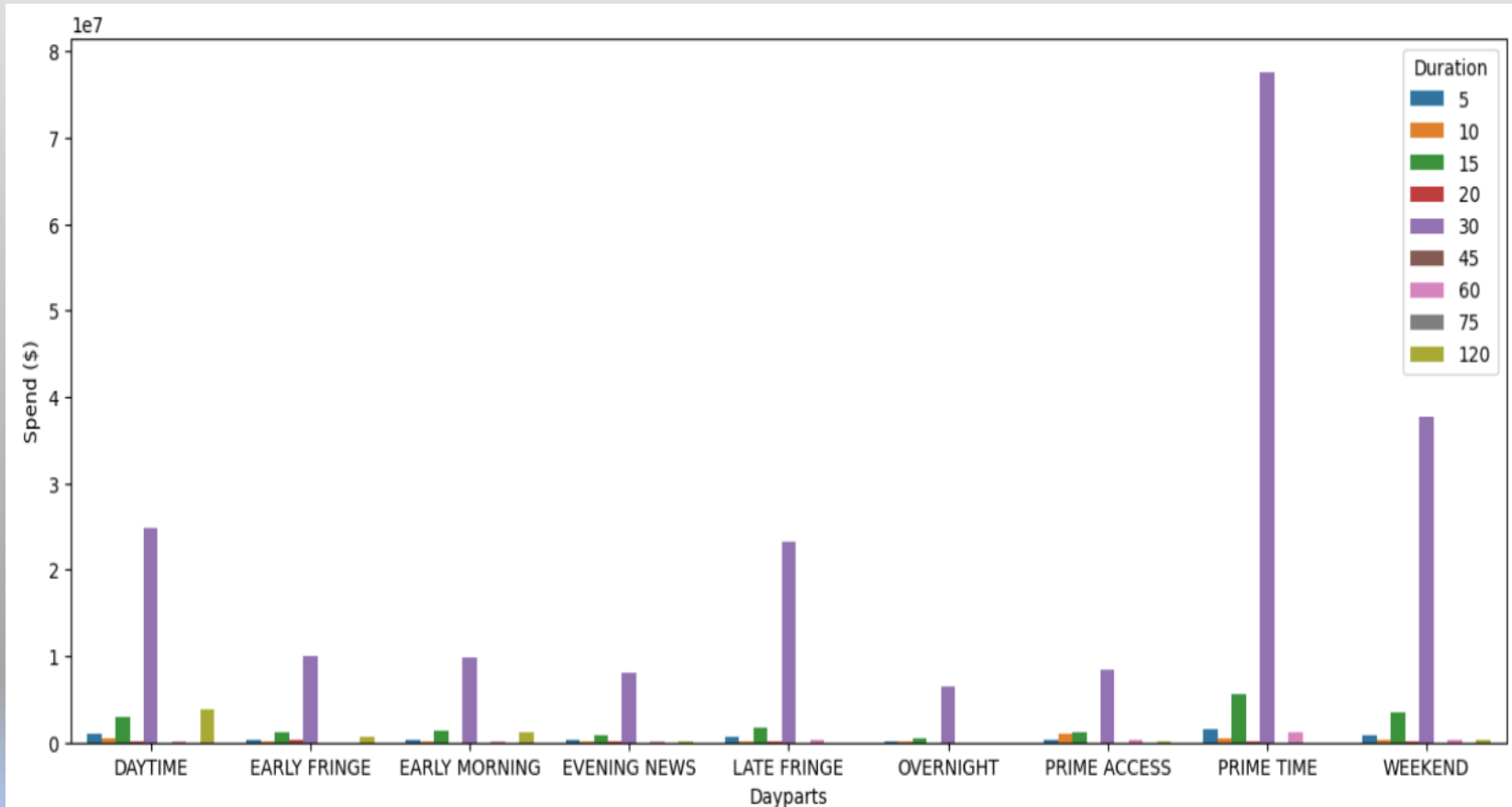
Q.3. Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.

Competitive analysis is the process of identifying and evaluating your competitors and their marketing strategies. It involves collecting and analyzing information about competitors' strengths and weaknesses, market share, pricing, target audience, and advertising strategies to gain insights that can be used to improve your own business and marketing efforts. By conducting a competitive analysis, businesses can identify opportunities and threats in the market, make informed decisions about product development, pricing, and promotion, and gain a competitive advantage.

Insights

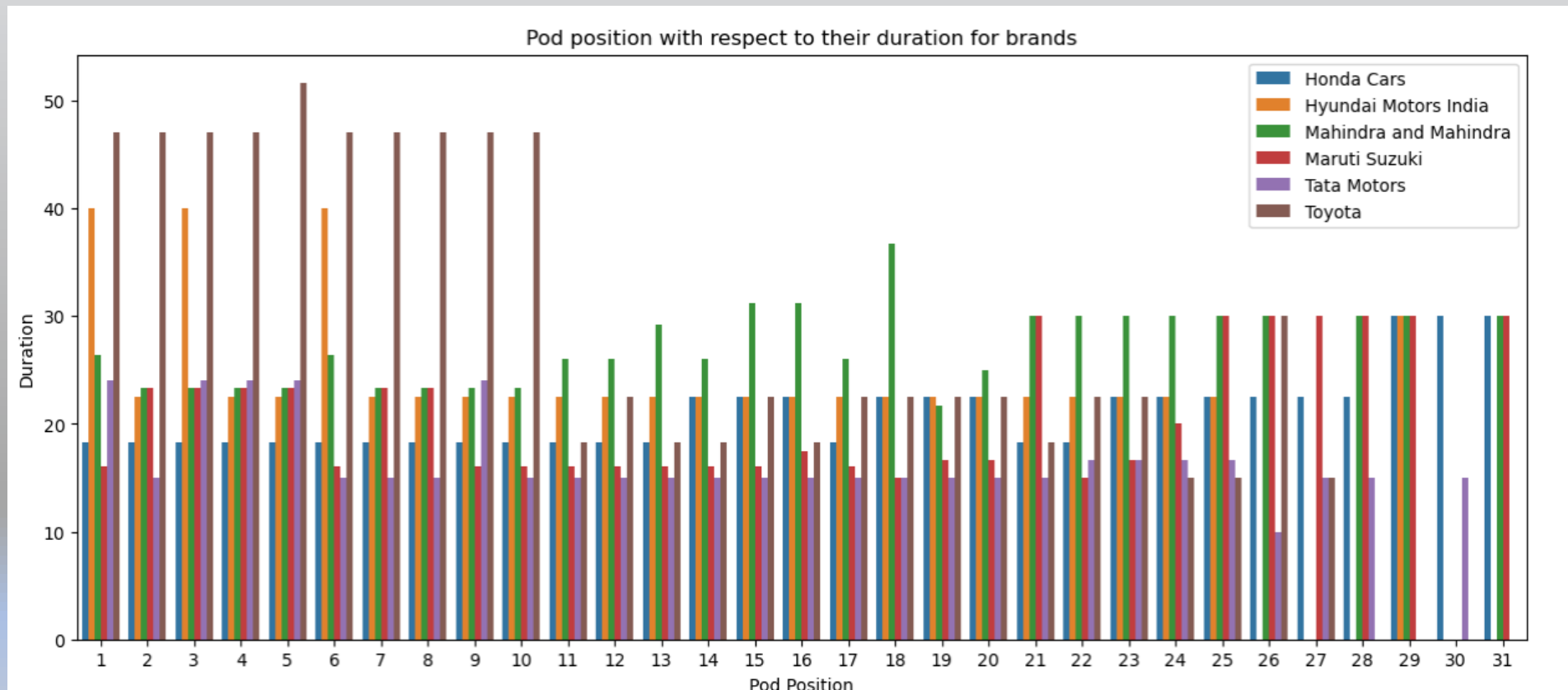


- Almost all brands have spent more on ads for prime time and the 2nd highest is weekend
- Honda cars has the least number of ads for all dayparts categories except for daytime category.
- Maruti Suzuki is leading in all categories except for daytime. Mahindra and Mahindra is leading in the daytime category
- Overnight category has the lowest of all categories.

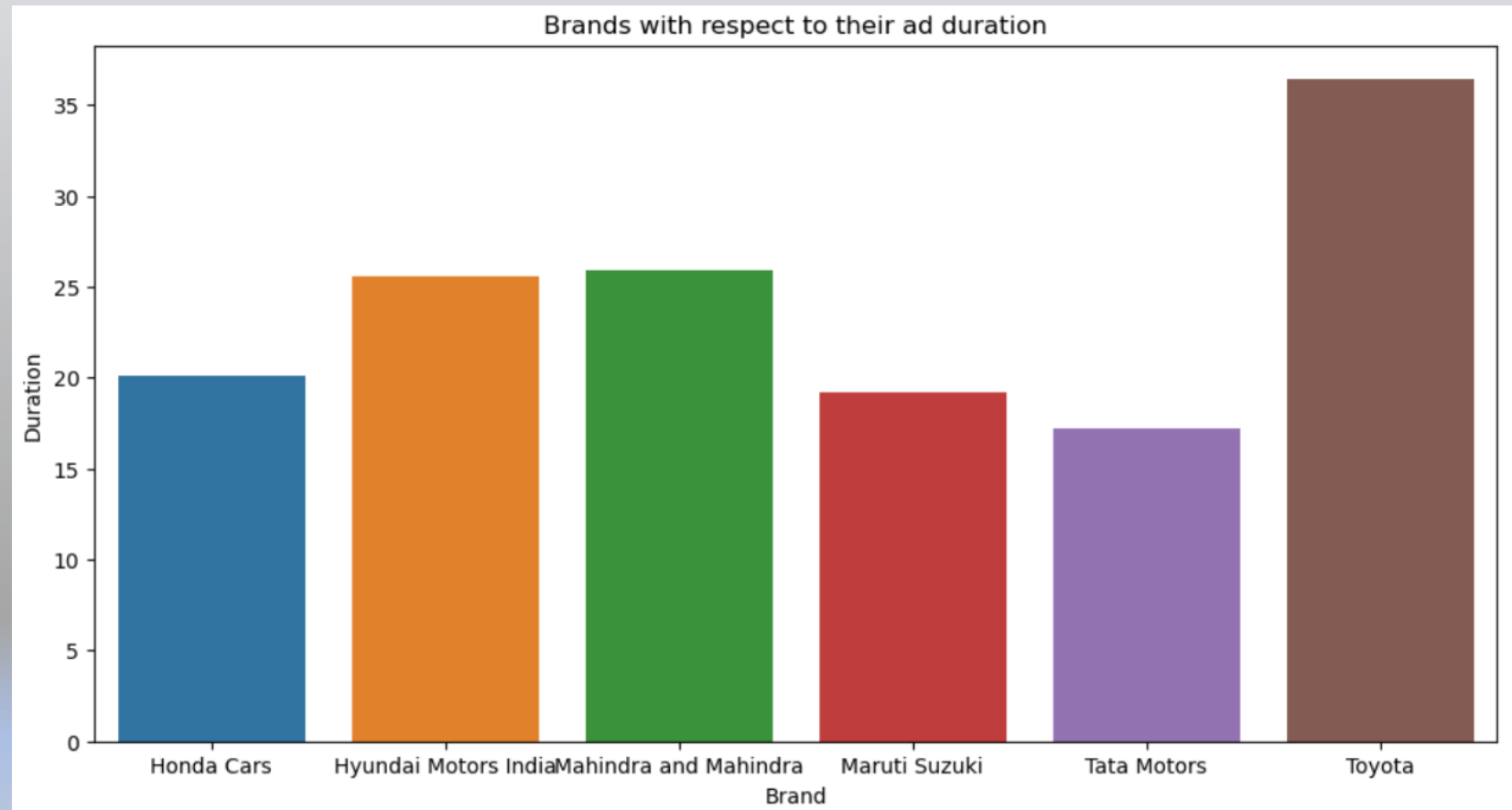


- Prime time category has the highest number of ads with 30secs duration. In fact, 30 secs ads are more prominent for every category.
- The 2nd highest would be 15secs ad.

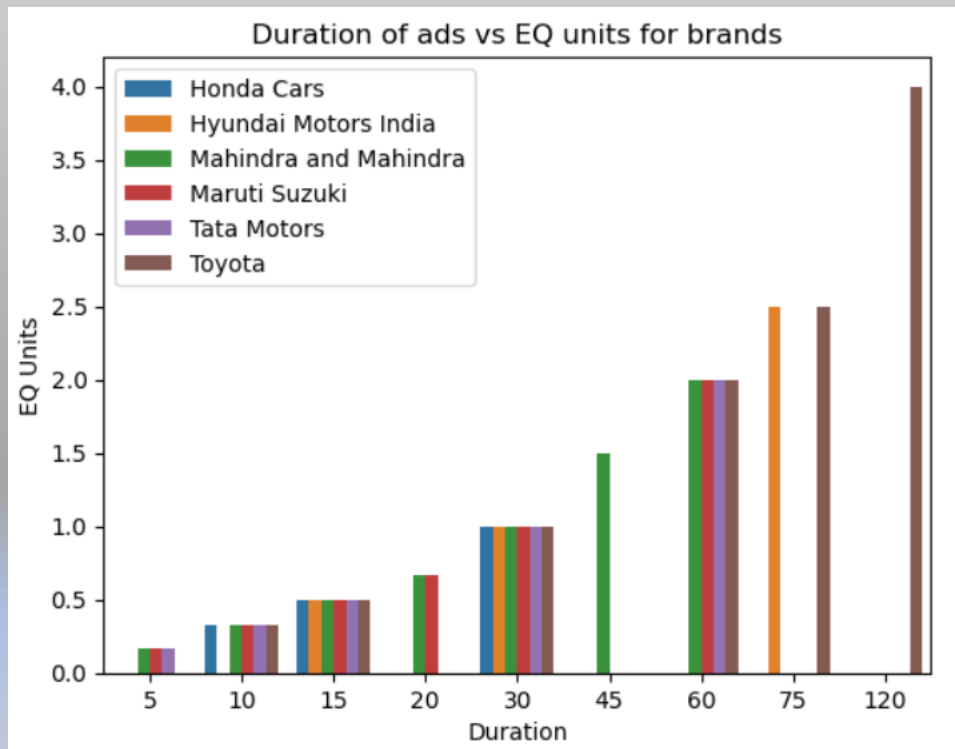
- Toyota has ads with 40-50 secs duration for first 10 pods.
- Honda cars has ads with about 20 secs duration for first 13 pods and they don't have any ads with duration more than 30 secs.
- Maruti Suzuki doesn't have any ads ranging above 30 secs.



- Toyota has the highest duration ads of all.
- Tata motors has ads with the minimum duration.
- Hyundai Motors India and Mahindra and Mahindra have ads with almost same duration.

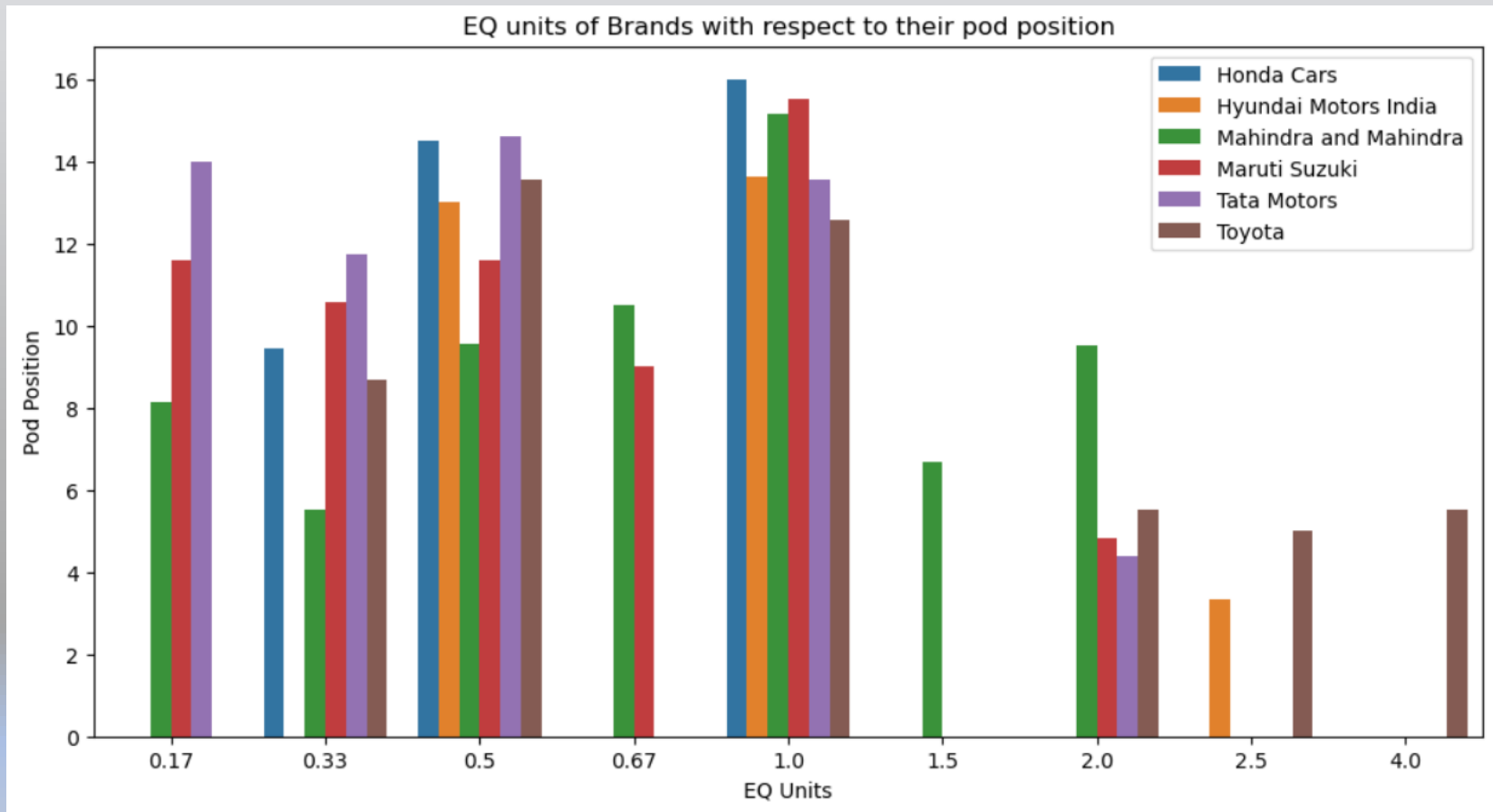


EQ units or equivalized ad units is a metric used to measure the impact or effectiveness of advertising across different media channels. EQ units are used to provide a common basis for comparing the value of advertising exposure across different media channels, such as television, radio, print, and online. EQ units allow advertisers to assess the cost-effectiveness of their advertising campaigns and to compare the performance of different media channels in terms of their ability to reach and engage target audiences. The calculation of EQ units varies depending on the media channel, but it typically takes into account factors such as audience size, ad placement, and ad duration.

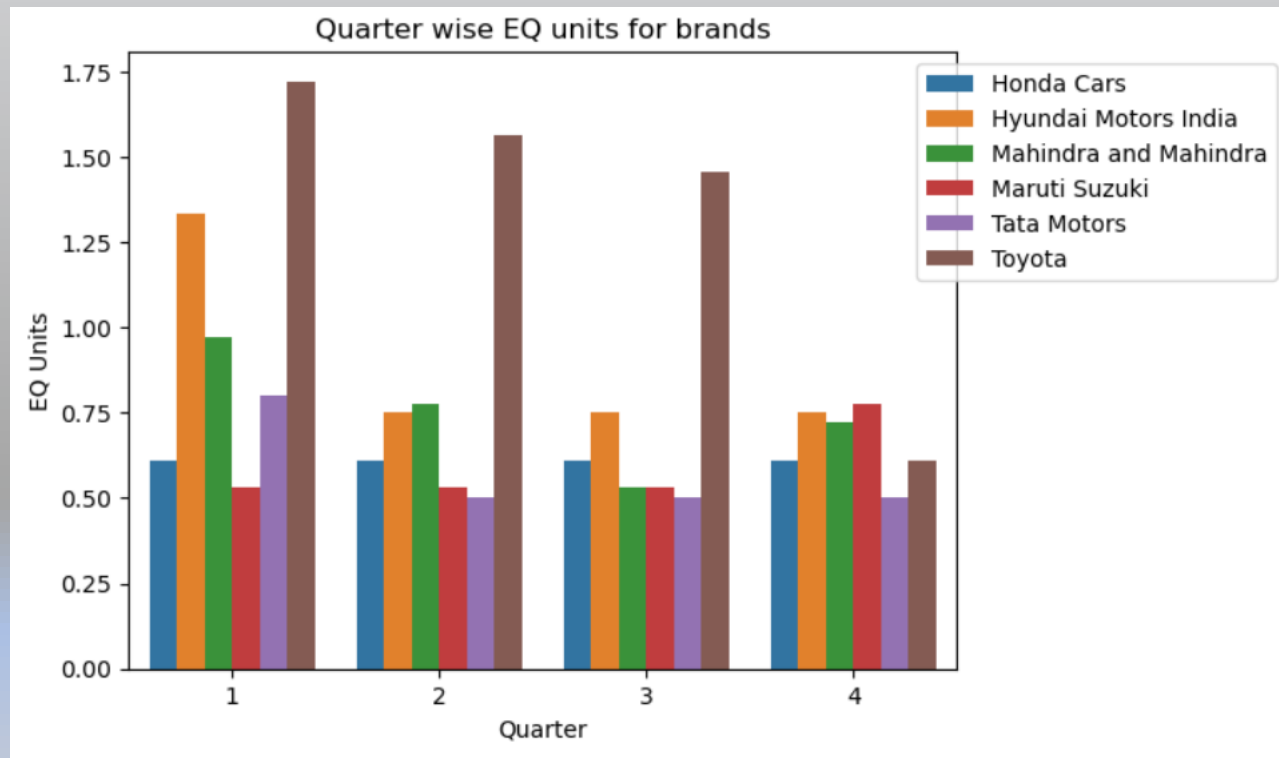


- Even though Toyota has ads with longer duration, they even have higher EQ units.
- We can also see that the less the duration of ads, the lesser the EQ units.

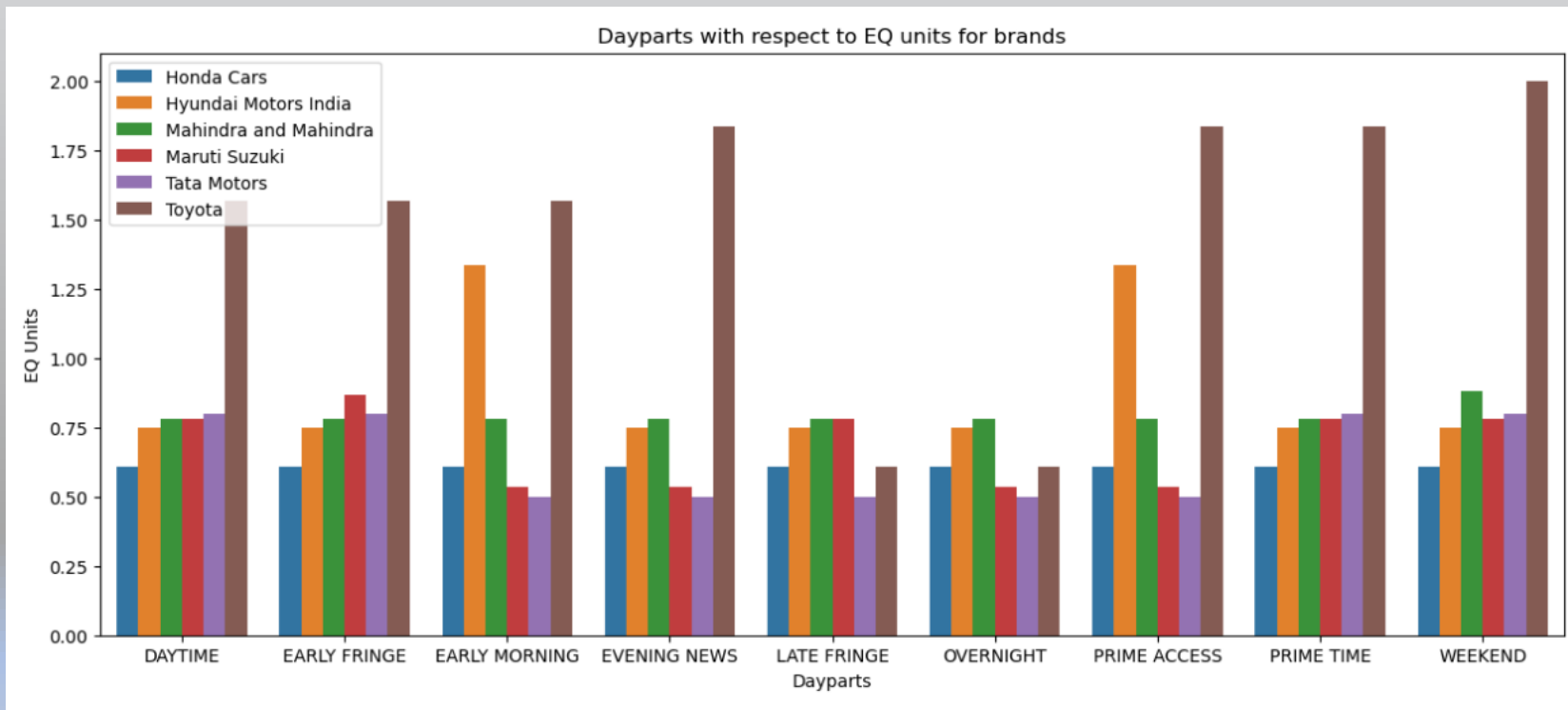
- The lesser the pod position, the higher the EQ units.
- Almost all brands have an average of 1.0 EQ units for up to 16 pod positions.



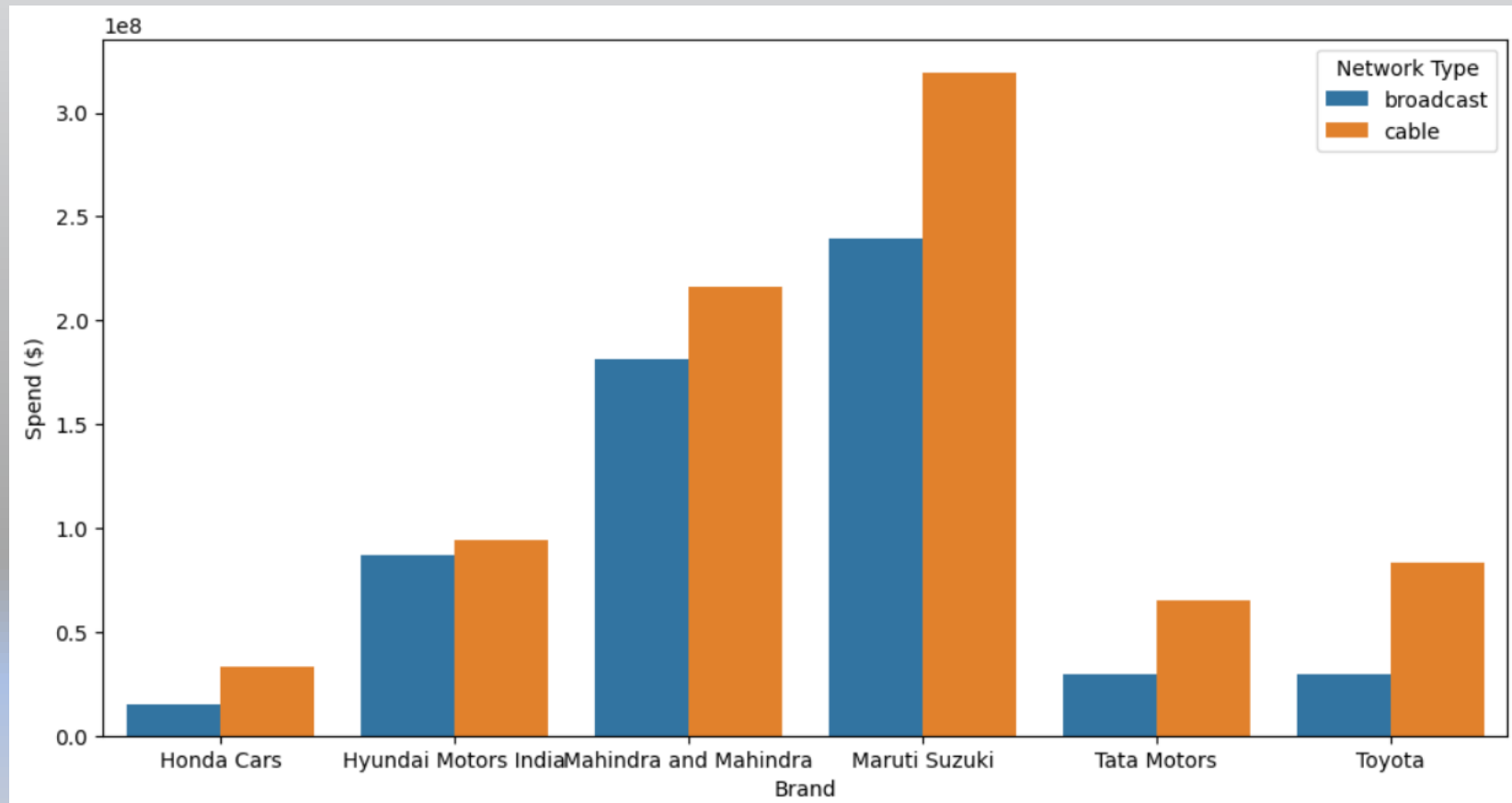
- Toyota had the highest number of EQ units in the 1st quarter but it kept on decreasing for the remaining quarters.
- Maruti has almost same number of EQ units for first 3 quarters and has seen an increase in the 4th quarter.
- Hyundai Motors India has higher number of EQ units in the 1st quarter, it slightly decreased in the 2nd quarter but remained the same for remaining 2 quarters.



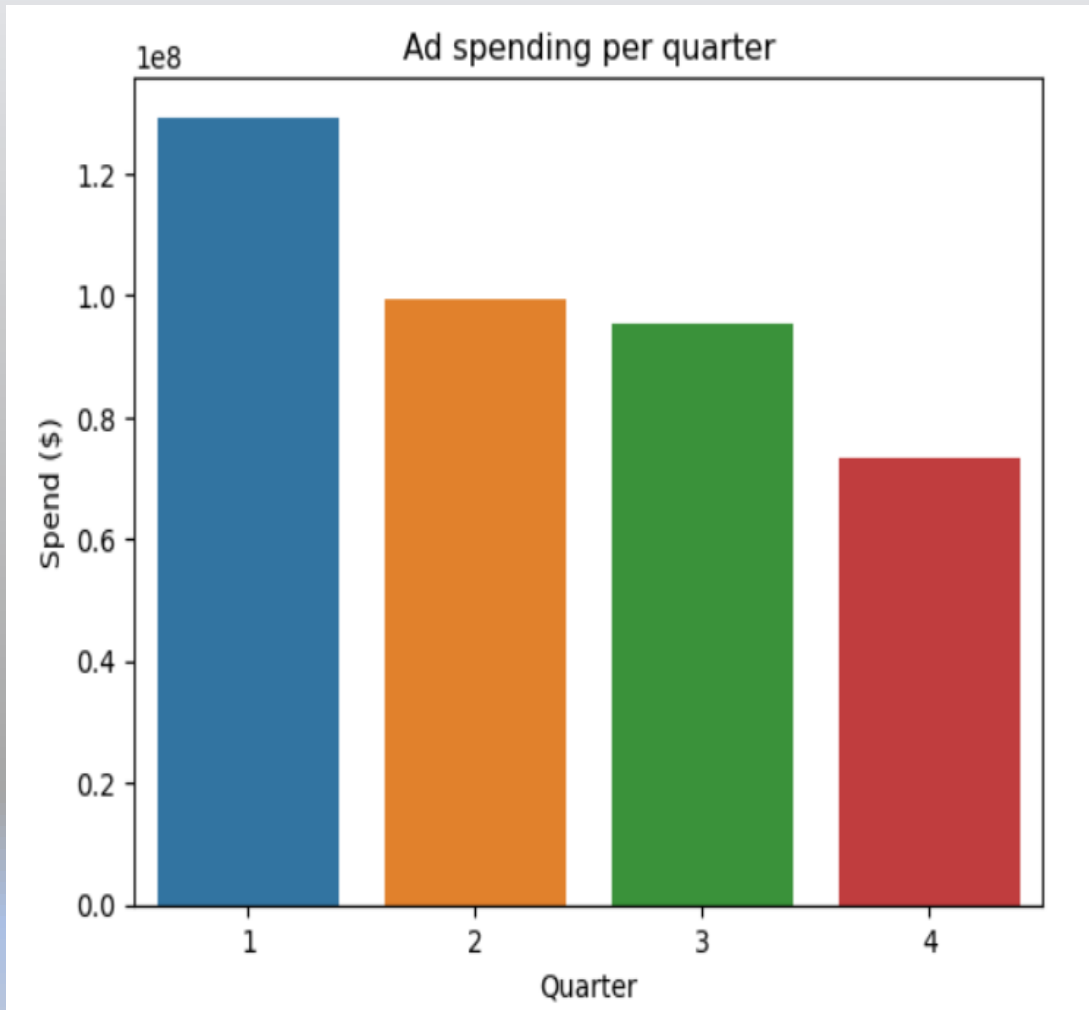
- Toyota is leading in EQ units for 7 categories out of 9.
- Late fringe dayparts and Overnight have the lowest number of EQ units
- Honda cars has maintained their EQ units for all categories.
- Mahindra and Mahindra has seen a slight increase in their EQ units for the weekend category while it has managed to maintain its EQ units for the remaining categories.



- Maruti Suzuki is leading brand in total brand spend and it has spent more on cable network type.
- Honda Cars has spent the least of all brands.
- Hyundai Motors India has spent almost same on both broadcast and cable network type.
- All brands have spent more on cable network type.



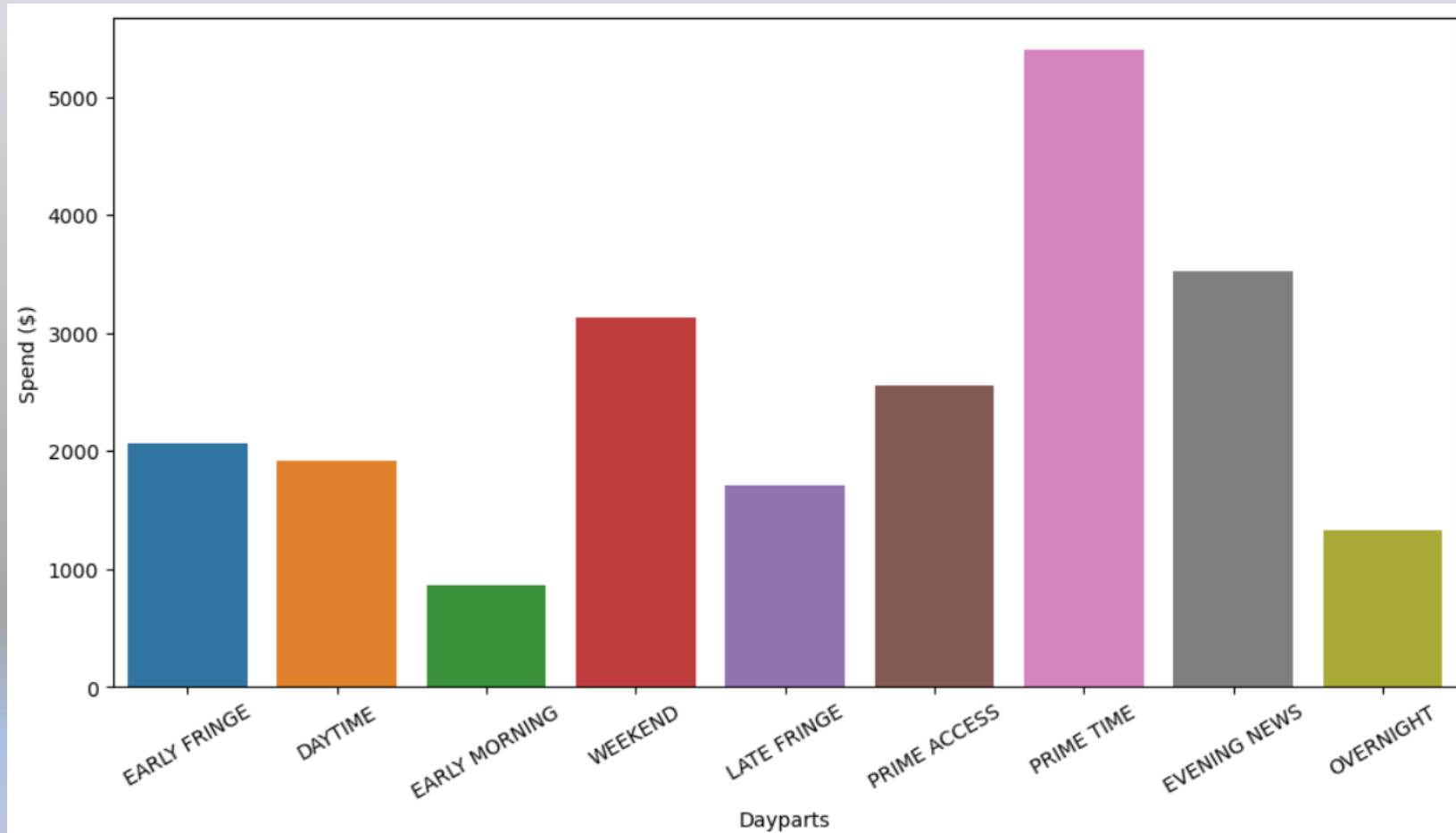
Q.4. Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target?



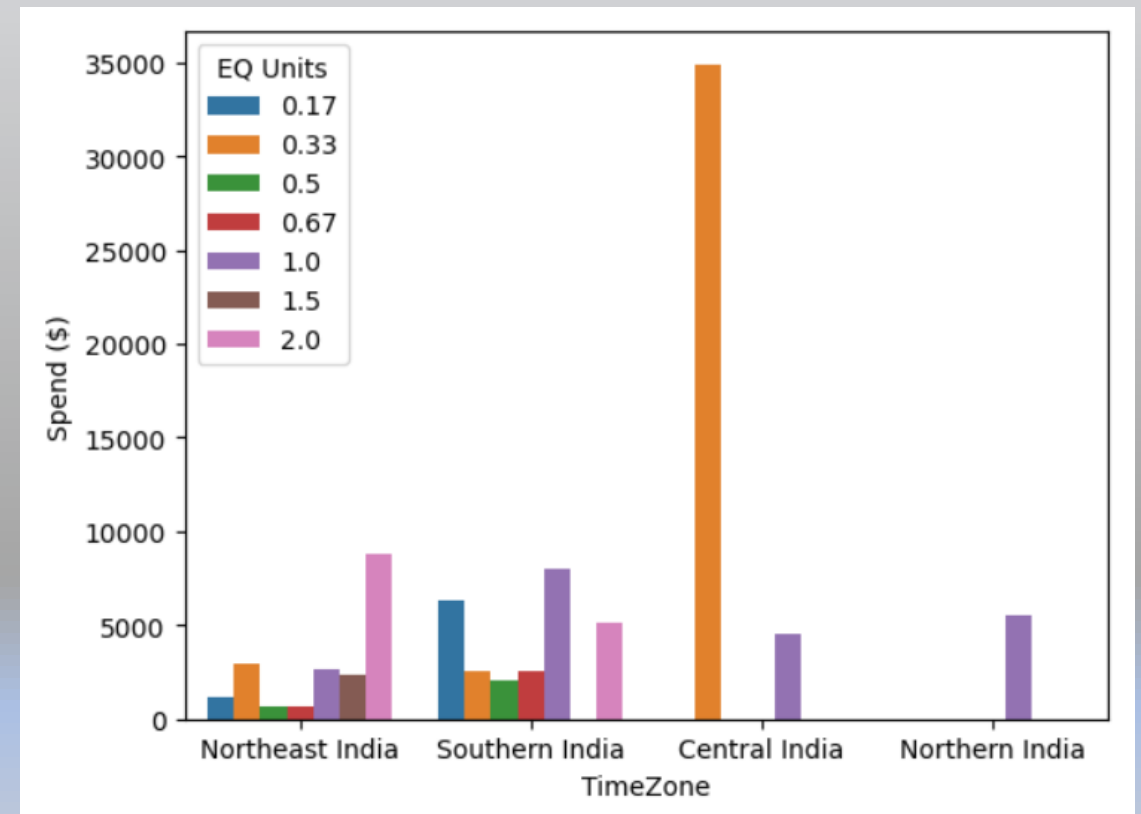
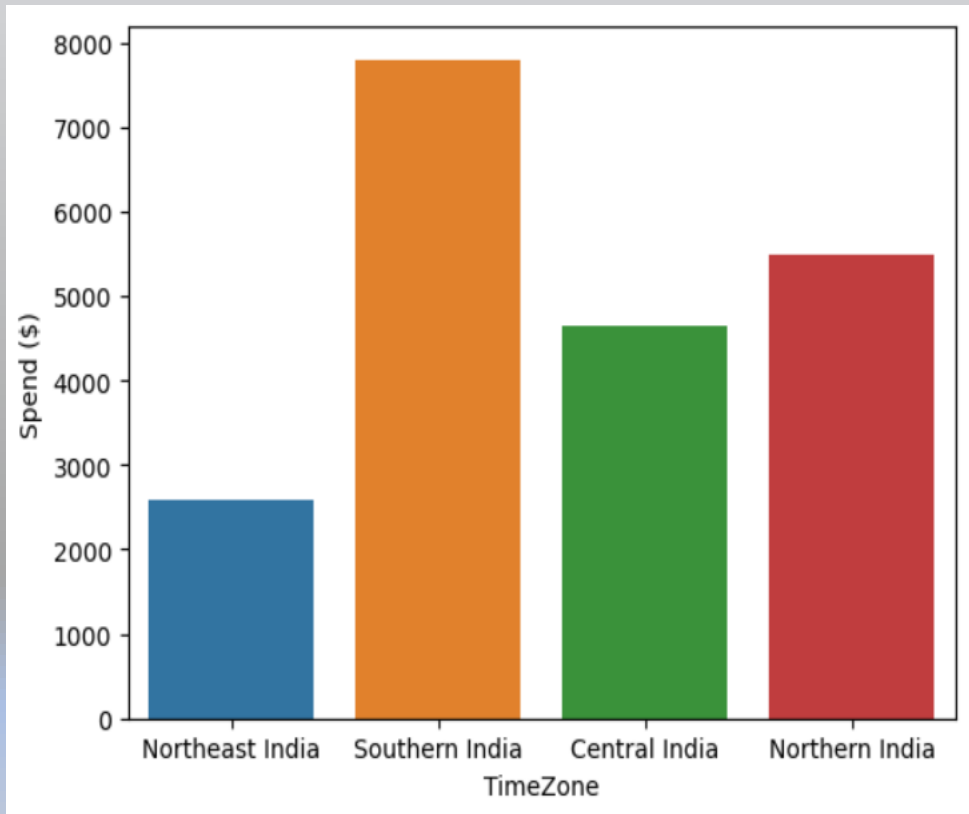
This bar plot shows the ad spend per quarter for Mahindra and Mahindra.

- It has spend more in the 1st quarter and the least in the last quarter.
- I think it should try spending equally in all quarters.

Mahindra and Mahindra has spent more on prime time category and evening news. I think it should spend more on the weekend and daytime category too.

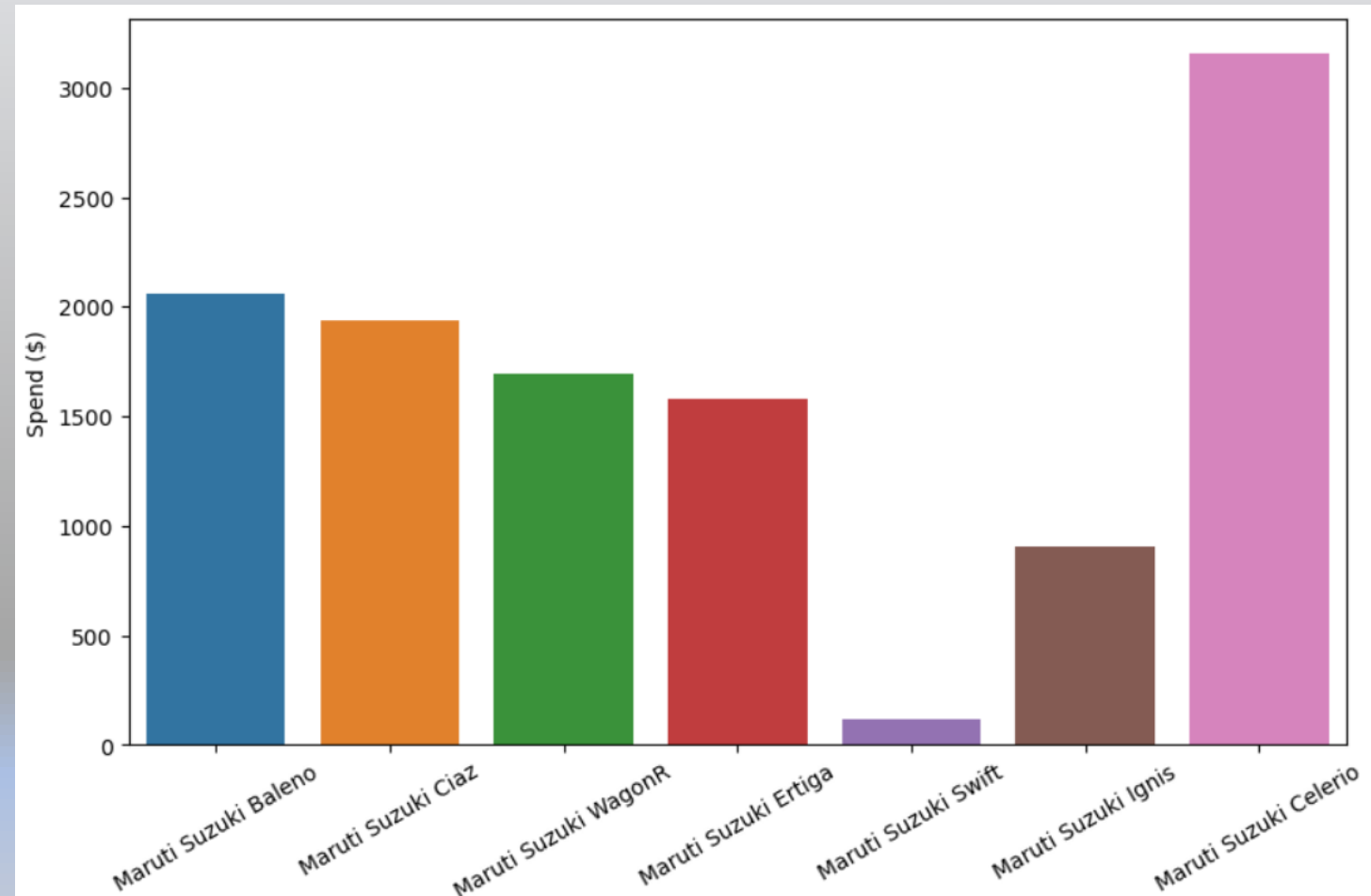
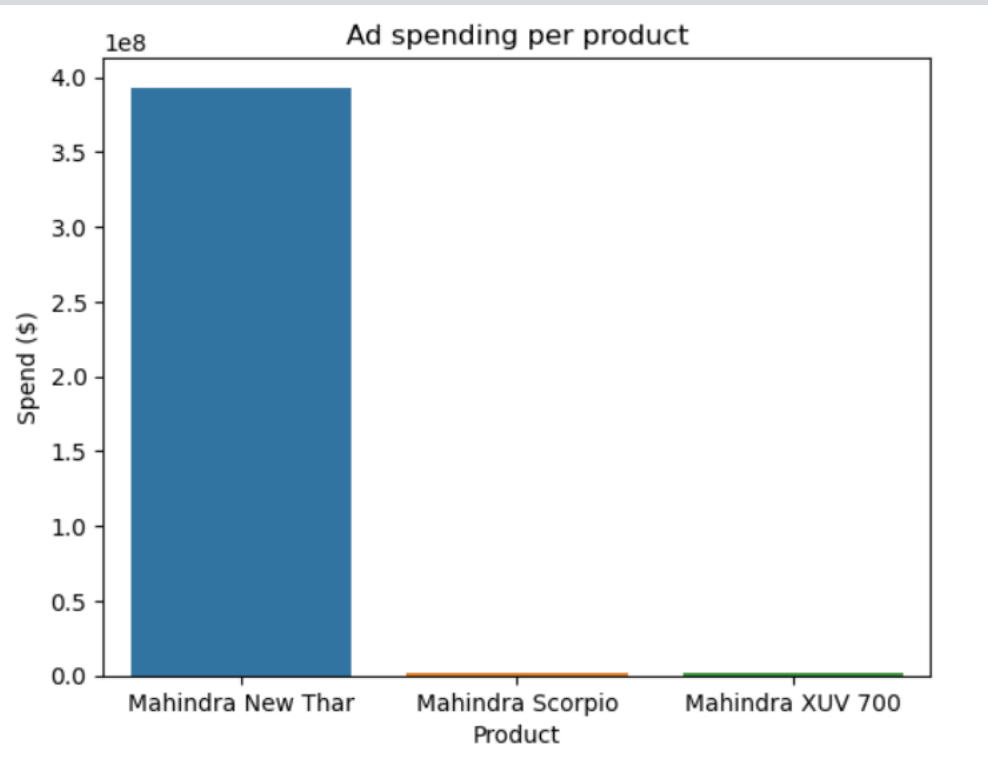


- Mahindra and Mahindra has spent more on the Southern India time zone.
- Even though it has spent more on Southern India, the EQ units of 0.33 are higher in Central India.



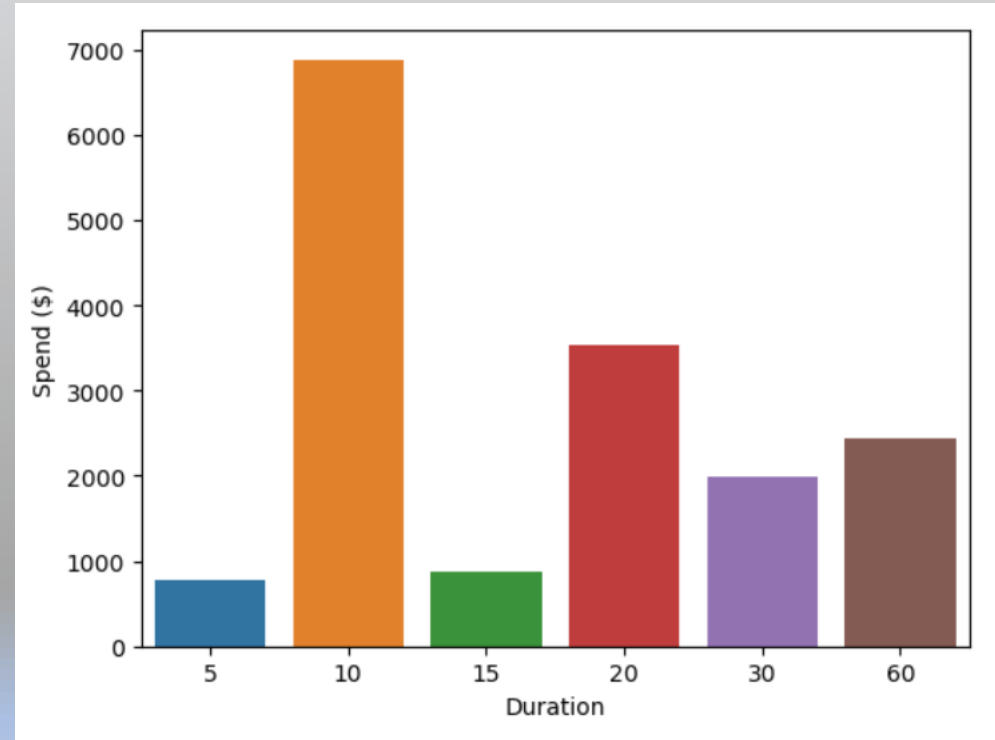
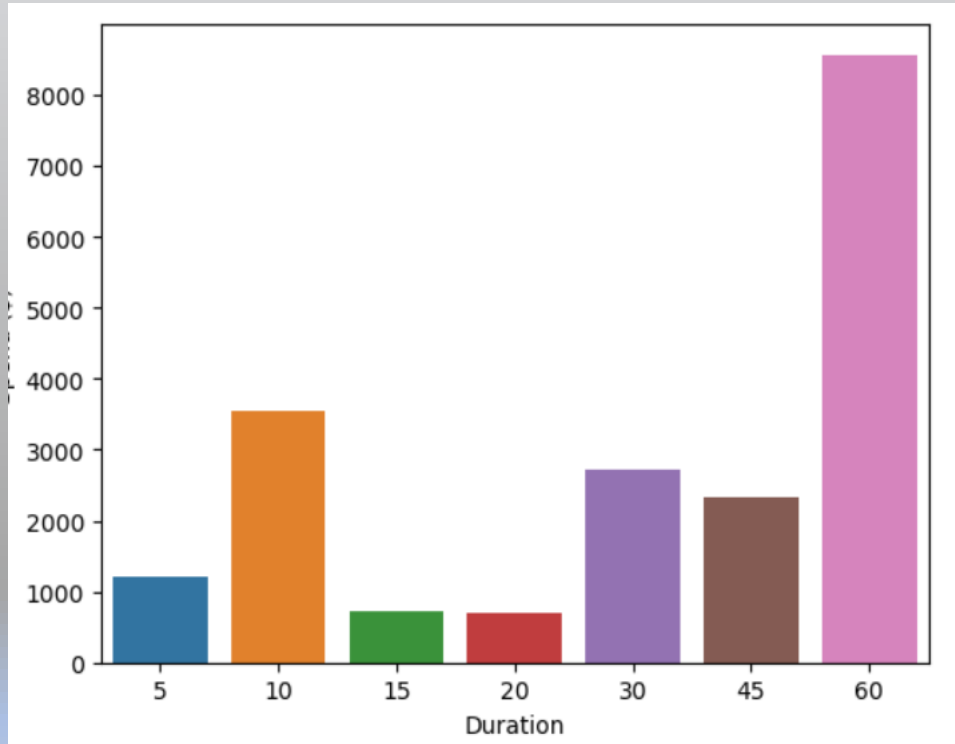
Here I've compared Mahindra and Mahindra with Maruti Suzuki as it is the leading brand in this business.

- Maruti Suzuki have more products than Mahindra and Mahindra.
 - Even though Mahindra and Mahindra has only 3 products, it has spent more only on one neglecting the other
2. It should focus on all of its products.



The fig. on the left side shows ad duration of Mahindra and Mahindra and the fig. on the right shows ad duration of Maruti Suzuki

- Mahindra and Mahindra has spent more on ads with 60sec duration while Maruti Suzuki has spent more on ads with 10 sec duration. I think that Mahindra and Mahindra should spend more on ads with smaller duration considering the short attention span of consumers.



The fig. on the left shows pod position for Mahindra and Mahindra and the fig. on the right shows pod position for Maruti Suzuki.

- Mahindra and Mahindra has spent more only on 26th pod position.
- Maruti Suzuki has spent a good amount on the lesser pod position. I think Mahindra and Mahindra should definitely spend more on first pod positions because commercials that air in earlier positions are more likely to be seen by viewers, who may tune out or leave the room during later positions.

