

# XYZ Ads Airing Report Analysis

## Final Project-3

### **Project Description :**

In XYZ Ads Airing Report Analysis project, we are provided with a dataset having different TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of networks like Cable/ Broadcast and the show name also on which Ads got aired. We 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 :**

I used Excel on given database to create actionable insights to make data driven decision. I got all the following answers to the questions.

1. What Pod Position is & does the Pod position number affect the amount spent on Ads for a specific period of time by a company.
2. The share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021.
3. Conducted a competitive analysis for the brands and defined advertisement strategy of different brands and how it differs across the brands.
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, we suggested a media plan to the CMO of Mahindra and Mahindra & which audience should they target. Also, some additional actionable insights.

### **Tech-Stack Used :**

Excel by Microsoft Corporation – For analysing the data from the given dataset.  
WordPad by Microsoft Corporation – For creating the project report.

### **Insights :**

#### **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 :**

Ad pod is a term used in connection with CTV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break, like traditional linear TV. They allow publishers to return multiple ads from a single ad request, and then those ads are played in sequence. say you're streaming and halfway through the episode an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod. a single 60-second ad could be replaced by one 30-second ads and two 15 seconds ads if this makes more money for the publisher or vice versa. If the publisher was not using an advanced ad podding solution, they would miss the opportunity to capture this incremental ad revenue. Publishers with longer-form content can leverage the controls offered by ad podding to set up more advanced monetization strategies for their streaming content.

## 2. The share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021 :

Maruti Suzuki is the only brand which has highest share in money spent compared to other brands in all quarters.

<b>Percentage share of spends quarter-wise</b>					
<b>Brands</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Honda Cars	1.27%	0.66%	0.89%	0.65%	3.47%
Hyundai Motors India	4.55%	2.92%	2.85%	2.67%	12.98%
Mahindra and Mahindra	9.22%	7.19%	6.86%	5.26%	28.53%
Maruti Suzuki	13.48%	9.27%	8.99%	8.39%	40.12%
Tata Motors	1.98%	1.17%	1.07%	2.59%	6.81%
Toyota	2.88%	2.13%	2.08%	1.01%	8.09%
<b>Grand Total</b>	<b>33.37%</b>	<b>23.33%</b>	<b>22.73%</b>	<b>20.56%</b>	<b>100.00%</b>

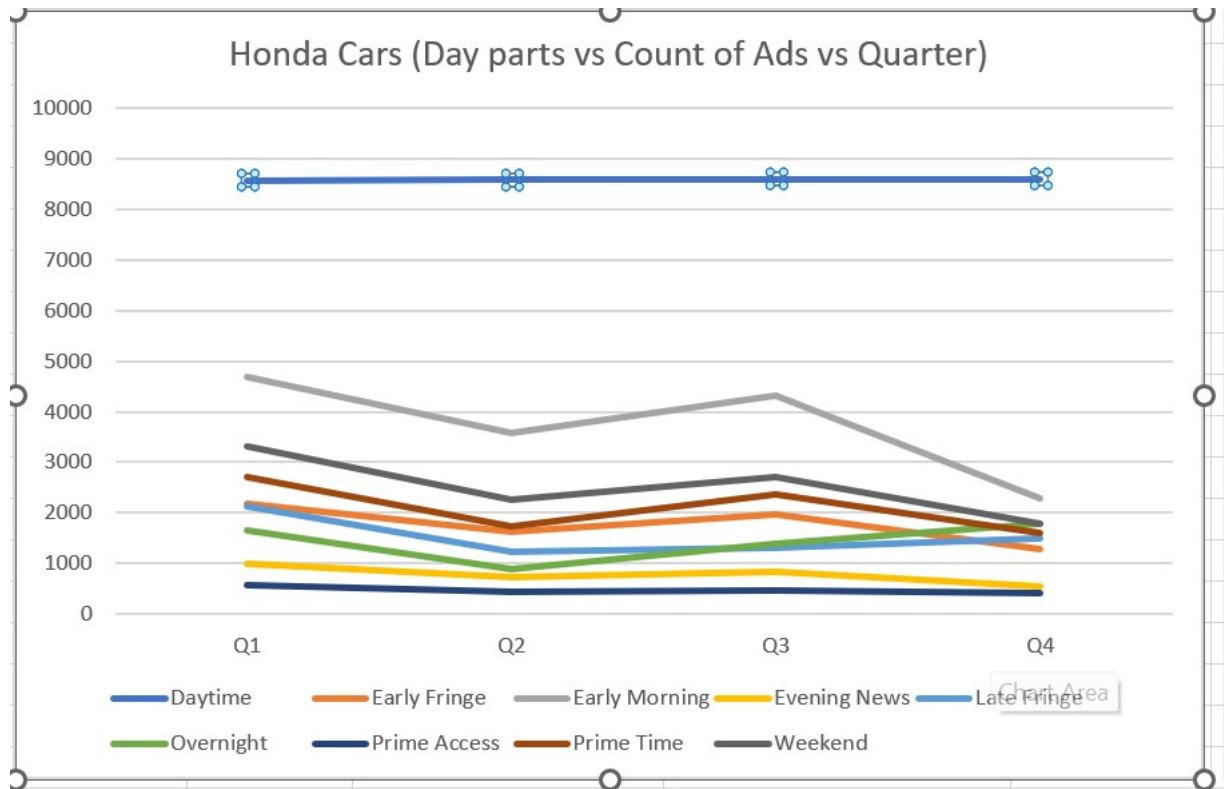
Maruti Suzuki has the highest share in number of ads played in all quarters.

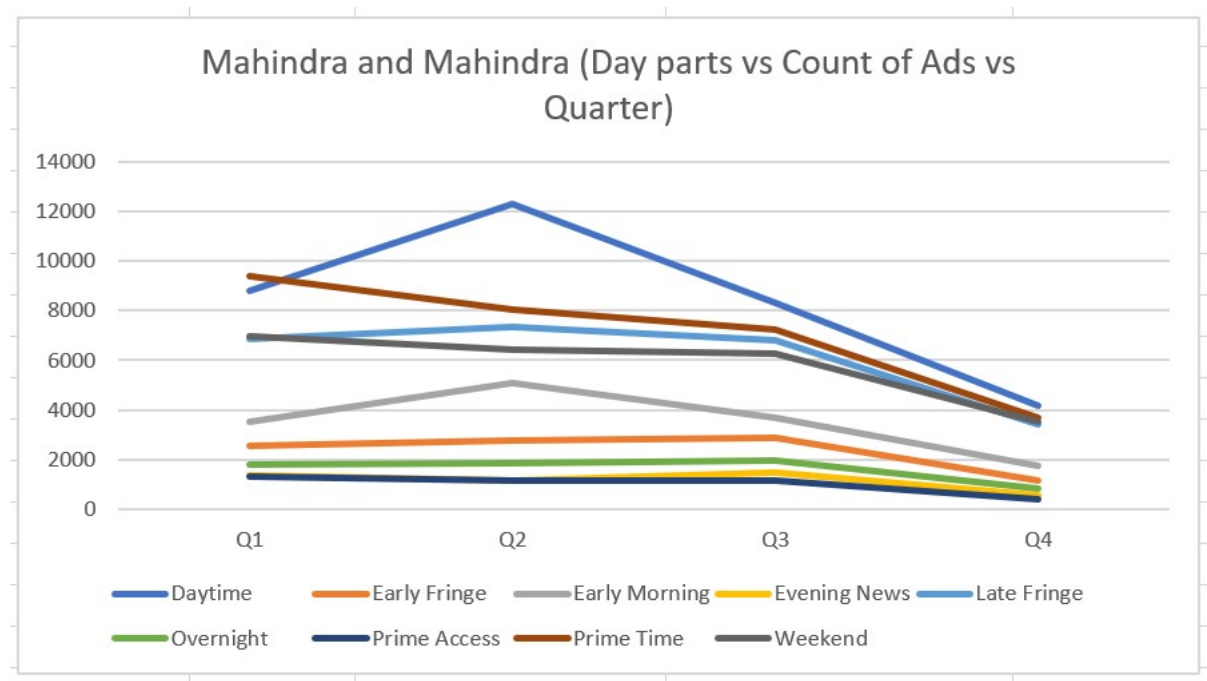
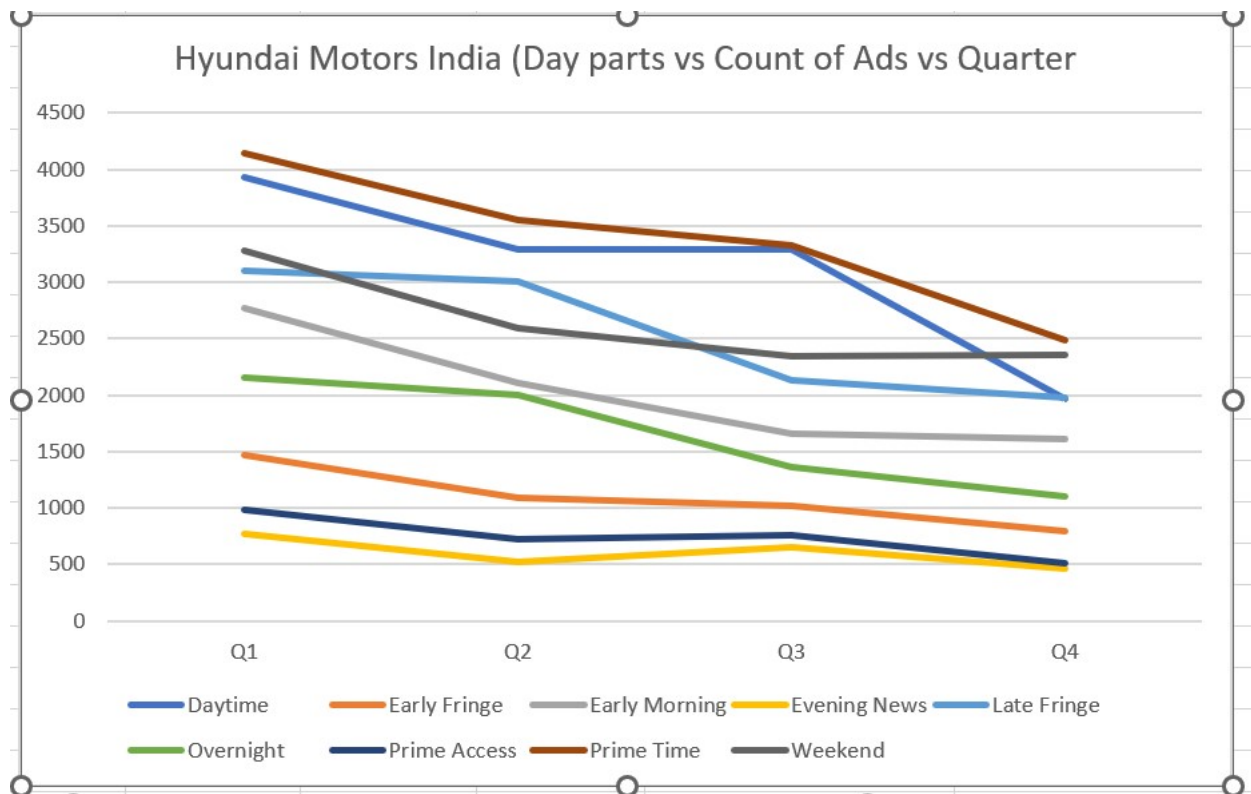
<b>Percentage share of Ads quarter-wise</b>					
<b>Brands</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Honda Cars	3.67%	2.56%	3.20%	2.22%	11.65%
Hyundai Motors India	3.09%	2.58%	2.26%	1.81%	9.74%
Mahindra and Mahindra	5.81%	6.30%	5.44%	2.66%	20.21%
Maruti Suzuki	11.43%	9.79%	9.01%	8.07%	38.30%
Tata Motors	2.98%	2.00%	1.98%	4.11%	11.07%
Toyota	2.49%	3.00%	2.76%	0.76%	9.02%
<b>Grand Total</b>	<b>29.48%</b>	<b>26.23%</b>	<b>24.66%</b>	<b>19.63%</b>	<b>100.00%</b>

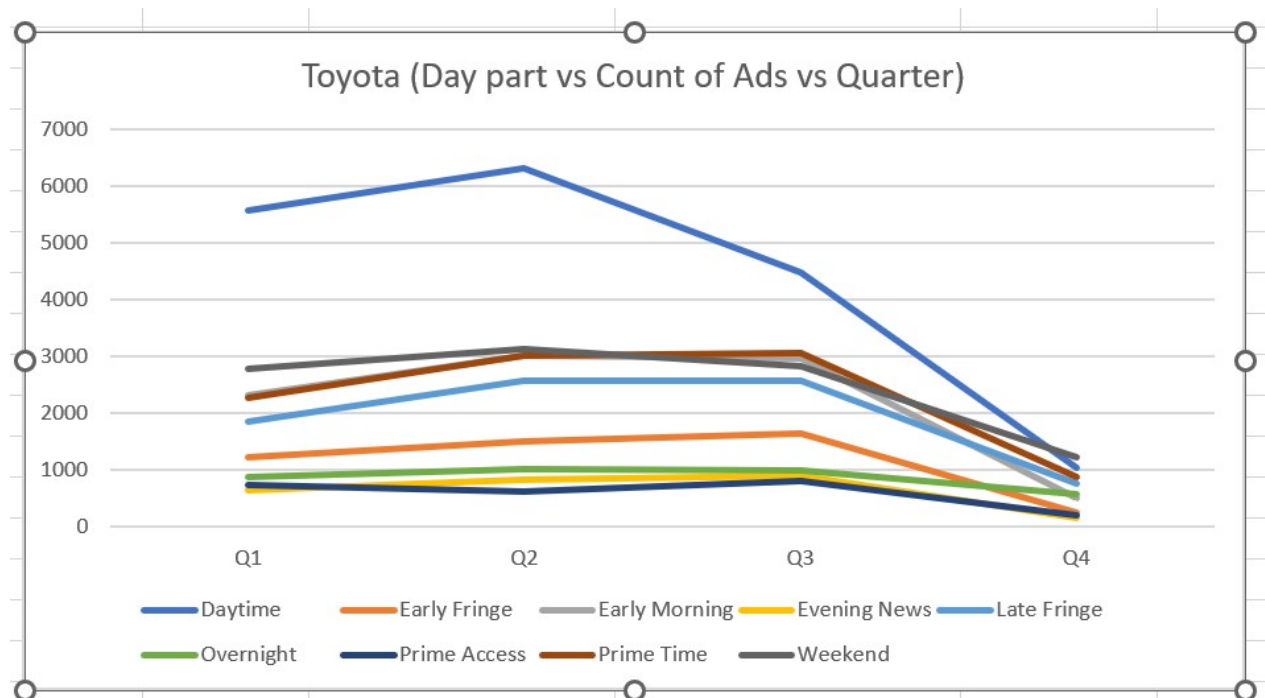
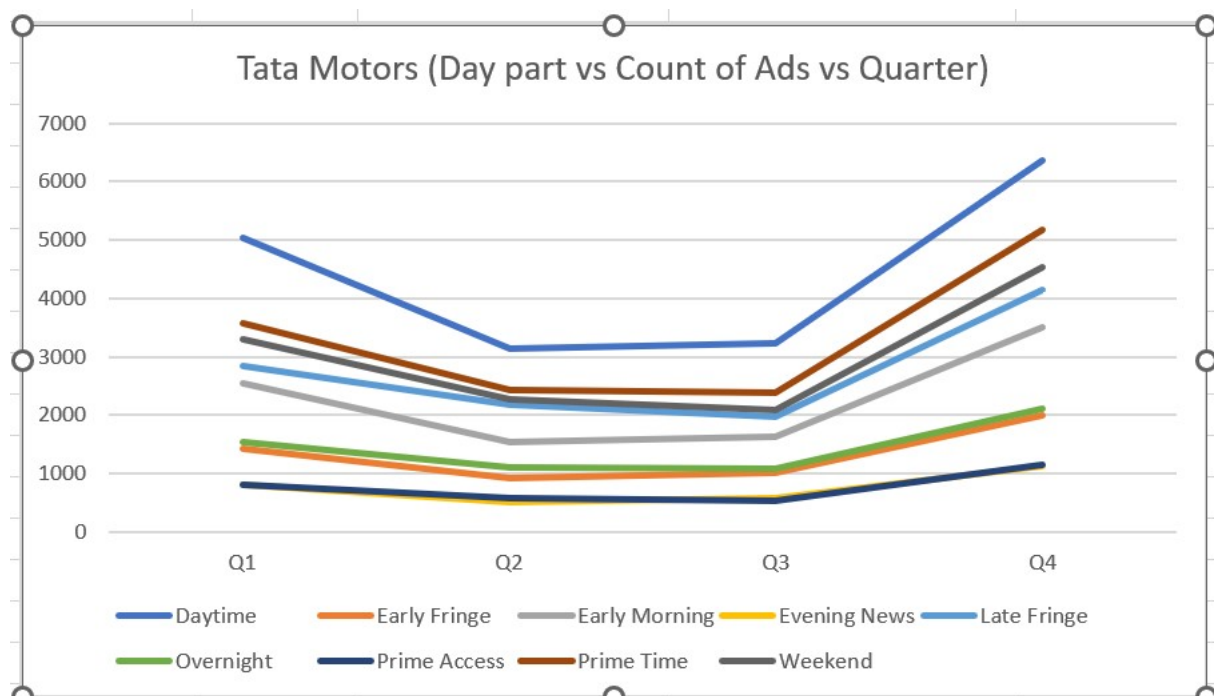
Maruti Suzuki has the highest share in EQ units among all brands in every quarter.

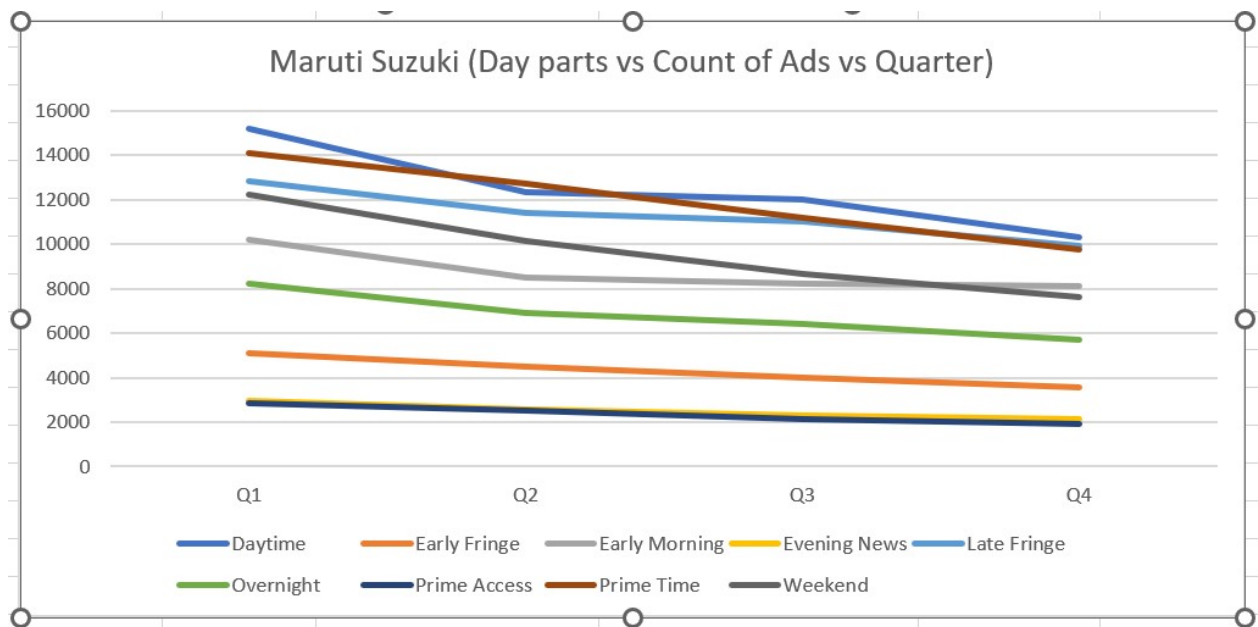
<b>Percentage share of EQ units quarter-wise</b>					
<b>Brands</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Grand Total</b>
Honda Cars	3.49%	2.33%	2.98%	1.95%	10.76%
Hyundai Motors India	2.80%	2.24%	1.97%	1.64%	8.65%
Mahindra and Mahindra	6.46%	6.94%	6.03%	2.93%	22.36%
Maruti Suzuki	12.78%	10.87%	9.74%	9.02%	42.40%
Tata Motors	2.11%	1.21%	0.92%	2.55%	6.79%
Toyota	2.91%	3.05%	2.47%	0.60%	9.04%
<b>Grand Total</b>	<b>30.55%</b>	<b>26.65%</b>	<b>24.11%</b>	<b>18.69%</b>	<b>100.00%</b>

**3. Competitive analysis for the brands and defined advertisement strategy of different brands and how it differs across the brands :**









Maruti Suzuki has the highest contribution of EQ units in first pod position among the top-5 Pod positions.

Pod Position vs Brand vs Share of EQ units						
Pod Position	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
1	2.65%	2.50%	5.45%	15.89%	2.00%	2.50%
2	2.35%	2.09%	4.46%	8.94%	1.46%	2.12%
3	2.05%	1.78%	4.39%	7.59%	1.34%	2.00%
4	1.75%	1.38%	3.81%	6.12%	1.09%	1.70%
5	1.38%	1.04%	3.17%	4.81%	0.87%	1.30%

The major share of EQ units of Maruti Suzuki is the highest on all days and significantly more on weekends.

Day of week vs Brand vs EQ units						
Day of week	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
1	1.57%	1.18%	3.08%	5.93%	1.00%	1.41%
2	1.62%	1.13%	3.11%	5.97%	0.96%	1.31%
3	1.67%	1.15%	3.12%	5.89%	0.95%	1.31%
4	1.67%	1.21%	3.11%	5.95%	0.94%	1.36%
5	1.73%	1.22%	3.17%	5.81%	0.94%	1.35%
6	1.38%	1.34%	3.44%	6.31%	0.99%	1.16%
7	1.12%	1.42%	3.35%	6.54%	1.01%	1.15%

Maruti Suzuki has majority of EQ units share in JAN,MAY, AUG, OCT.



Mahindra and Mahindra have majority of EQ units share in MAY & AUG.

Broadcast Month vs Brand vs EQ units						
Broadcast Month	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
JAN	1.24%	1.07%	2.31%	5.26%	0.90%	1.02%
FEB	1.26%	0.86%	2.06%	3.87%	0.78%	0.96%
MAR	0.99%	0.87%	2.09%	3.65%	0.43%	0.93%
APR	0.43%	0.77%	2.16%	3.27%	0.35%	0.87%
MAY	1.19%	0.92%	2.74%	4.35%	0.55%	1.24%
JUN	0.71%	0.55%	2.05%	3.25%	0.31%	0.94%
JUL	1.00%	0.58%	2.02%	3.19%	0.39%	0.84%
AUG	1.14%	0.79%	2.32%	3.70%	0.23%	1.05%
SEP	0.83%	0.61%	1.69%	2.84%	0.30%	0.59%
OCT	0.74%	0.52%	1.32%	3.58%	0.69%	0.25%
NOV	0.61%	0.53%	0.77%	2.68%	0.81%	0.15%
DEC	0.61%	0.58%	0.84%	2.76%	1.05%	0.21%

#### 4. Suggest a media plan to the CMO of Mahindra and Mahindra & which audience should they target :

As we can see in Competitive Analysis charts, 4 out of 6 brands aired their majority of ads at daytime in first quarter. Therefore, it would be profitable to run the ads in this particular daypart.

Sum of EQ Units	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
1	2.77%	2.76%	5.21%	14.45%	1.91%	2.85%	29.95%
2	2.70%	2.37%	4.14%	9.07%	1.51%	2.48%	22.27%
3	2.22%	1.89%	4.17%	7.70%	1.39%	2.20%	19.58%
4	1.89%	1.39%	3.48%	6.15%	1.10%	1.79%	15.81%
5	1.43%	1.03%	2.79%	4.95%	0.91%	1.29%	12.40%
Grand Total	11.02%	9.44%	19.80%	42.32%	6.82%	10.60%	100.00%

All brands have majority of share of EQ units in first Pod Position in First Quarter. Therefore, it would be profitable to run the digital ad in first pod position.

#### Additional Actionable insights :

find the shows which has most viewers across different dayparts and run digital ads to similar content on different platforms, segregate the age groups of people based on Genre of the show and can target the same audience through various platforms.

#### Result :

Performed all the analysis in Microsoft Excel using pivot tables and charts to create actionable insights to make data driven decision.

Please refer all sheets in XYZ\_Ads\_Airings\_Data.xlsx for all pivot tables and analysis in Drive folder.