

# XYZ Ads Airing Report Analysis

## Project Description

a dataset having different TV Airing Brands, their product, 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.

Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services. Until a customer deals with you directly and actually buys your products or services, your advertising may help to form their first impressions of your business. Target audience for businesses could be local, regional, national or international or a mixture. So they use different ways for advertisement. Some of the types of advertisement are: Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV. Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience. Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost.

## Approach

This project is about the data analysis using excel sheet and statistics.

XYZ Ads Airing Report Analysis is the fundamental and the most important to get insight related to advertisement campen. This analysis is very useful to which Ads are airing, types of network like Cable/ Broadcast and the show name also on which Ads got aired.

Statistics is collection, organization, analysis, implementation and presentation of data. It is a review, gather, analyze and raw conclusion from data. Here we also use pie chart, bar chart, histogram, frequency table and many more to understanding data in graphical format which is very easy to understanding.

## Tech-Stack Used

### 1. Microsoft Excel

Analyze Data in Excel empowers you to understand your data through natural language queries that allow you to ask questions about your data without having to write complicated formulas. In addition, Analyze Data provides high-level visual summaries, trends, and patterns.

## 2. Google Sheet

Get summaries and charts of your data with the click of a button in Sheets. It's kind of like having an expert in data analysis sitting next to you. In a spreadsheet, select a range of cells, columns, or rows. Otherwise, you'll get insights based on where your cursor is.

## Result

I feel there is real sense of achievement working on Excel or Google Sheet, from solving queries and find result. The way of performing matrices is new for me. There is so much to learn working with Microsoft excel. The way of performing queries and applying logic on it. It definitely helps me in my future data analytics career.

### Dataset Link

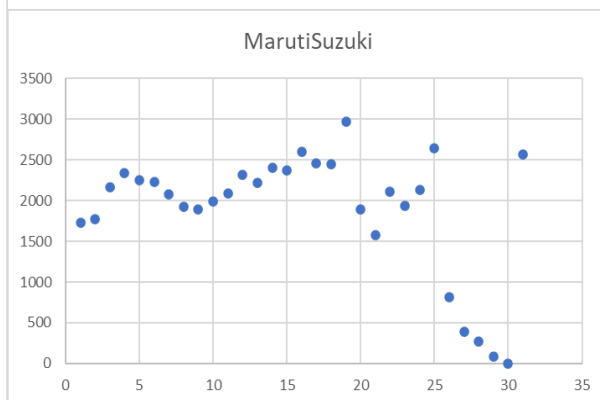
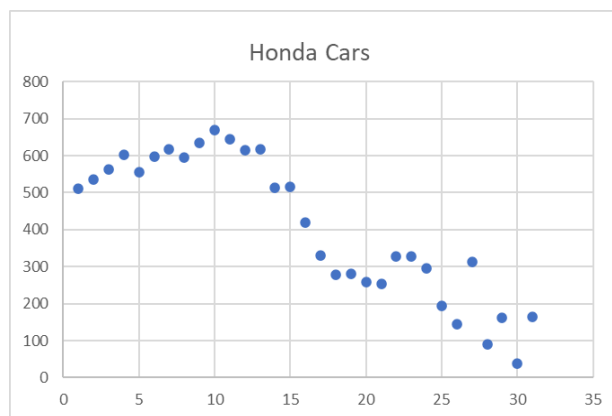
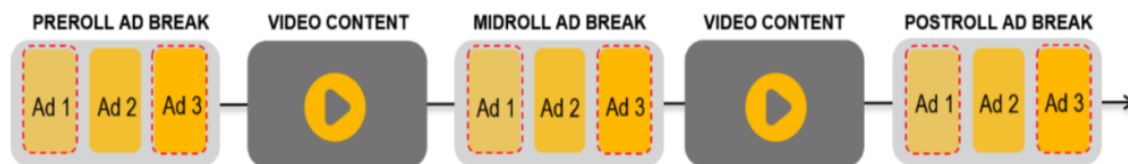
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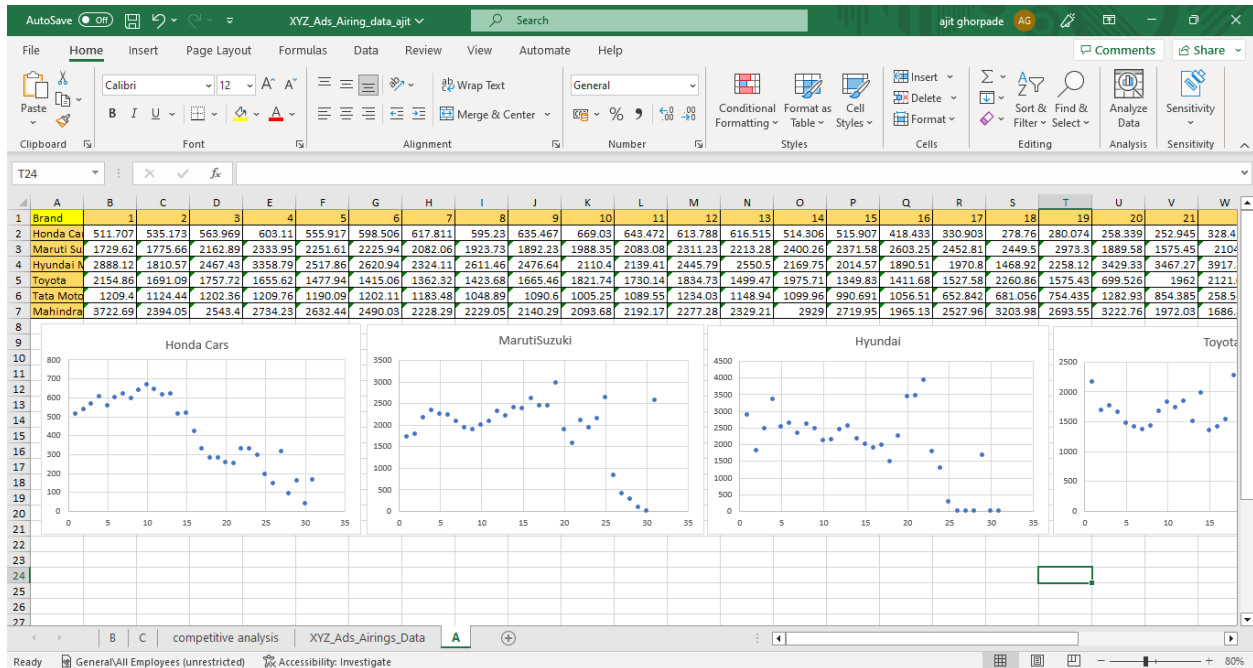
**A:**

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 Brooklyn 99 on Hulu 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.





B.

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

Row Labels	Column Labels			
	Sum of Spend (\$)			
	Q1	Q2	Q3	Q4
Honda Cars	3.80%	2.82%	3.90%	3.18%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%
Tata Motors	5.92%	5.01%	4.72%	12.60%
Toyota	8.64%	9.12%	9.13%	4.89%
Grand Total	100.00%	100.00%	100.00%	100.00%

C.

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

